TECHNOLOGY DEPT.

Automotive News 1951 Almanac

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APR 30 1951
DETROIT

THE NEWSPAPER OF THE INDUSTRY

Fifteenth Review and Reference Edition

DETROIT, APRIL 30, 1951

SECOND SECTION

GENUINE
Suskana*
SARAN

"dealers' choice" in auto seat covers

"nationally advertised"
"brings in customers"
"makes sales"
"boosts profits"
"assures customer satisfaction"

See for yourself why more and more auto seat cover dealers are insisting on genuine Suskana saran! These famous seat covers feature all the big sales-making qualities your customers are looking for . . . rich, colorful beauty . . . unmatched durability . . . easiest possible upkeep . . . smooth riding comfort.

And Suskana saran features everything you want, too, in faster sales, bigger profits! National advertising pre-sells seat covers of Suskana saran, coast to coast . . . sends motorists shopping for them. So when you identify your store as headquarters for Suskana saran in your community . . . with our new promotion material: wall banners, counter cards, package and bill enclosures, newspaper ad mats and lively 1-minute radio transcriptions . . . you put new life in your seat cover sales and profits.

Get in touch with your distributor now . . . and get set for a big selling year with Suskana saran!

*SUSKANA *fabrics for Auto Seat Covers, Upholstery, Men's Wear, Women's Wear, Neckties, Prints on Vinyl Plastic, Wall Coverings.*

RIGHT IN STYLE!

Susquehanna Mills inc.

404 Fourth Ave., New York 16, N. Y.
2015 Michigan Ave., Chicago • 18954 James Couzens, Detroit • Amicable Bldg., Waco, Texas • 3669 Whittier Blvd., Los Angeles

Don't let ROAD RAVAGE ruin your customers' cars!

Look at the difference!

ACTUAL PHOTOS show amazing difference! Look at the car pictured at the top. It's only 2 years old but see how dull, dingy, old-looking it is. It needs Simoniz protection. Now look at the other. This owner has taken good care of their car. His wife is now Simonizing it. Soon it will look as bright and shiny as new. And it will last! One Simoniz Job protects car finish up to 6 months and longer.

® Trade Mark Reg. U. S. Pat. Off.

TODAY MORE THAN EVER

Motorists wise SIMONIZ!

Big New Simoniz® Ad-Drive Builds Profitable Business For You!

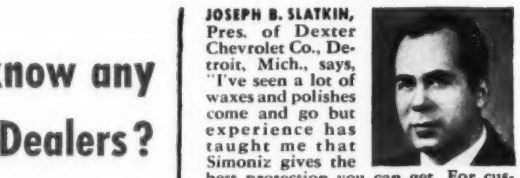
● **DEALERS!** As you know, auto production is now at an 8,000,000-a-year pace. There are an estimated 39,000,000 passenger cars now on the road—and they'll have to last a long time! Naturally, the longer a car keeps its new look, the better satisfied your customer will be. And when you help them keep their cars looking new—you are giving them a *real* service. There's a great NEED for SIMONIZ service today.

Easiest of all appearance services to sell is SIMONIZING. And with Simoniz' biggest AD-PUSH now in progress—car owners everywhere are being made conscious of the need of preventing Road Ravage—the damaging effect that sun, dirt, stubborn tars and road scum can have on cars.

Take advantage of this big money-maker. Build yourself a profitable Simoniz business. It's easy. Practically no investment on your part. You can use present man-power to make extra profits with good repeat prospects. Prices range from $12 to $20 a car—and SIMONIZING is easier, faster than ever today. You can Simoniz a new car in as little time as ONE HOUR! Let us tell you how. Start now to build up this profitable service. Write for details on how to become a Certified Simoniz Station.

Do you know any of these Dealers?

WILLIAM P. CORSTON, Nickey Chevrolet, Chicago, Ill. says, "Nothing gives a car that 'new look', guarantees the long-life looks of a car like a Simoniz Job twice a year. We've built a substantial service business by recommending a Simoniz Job for every new car we sell."



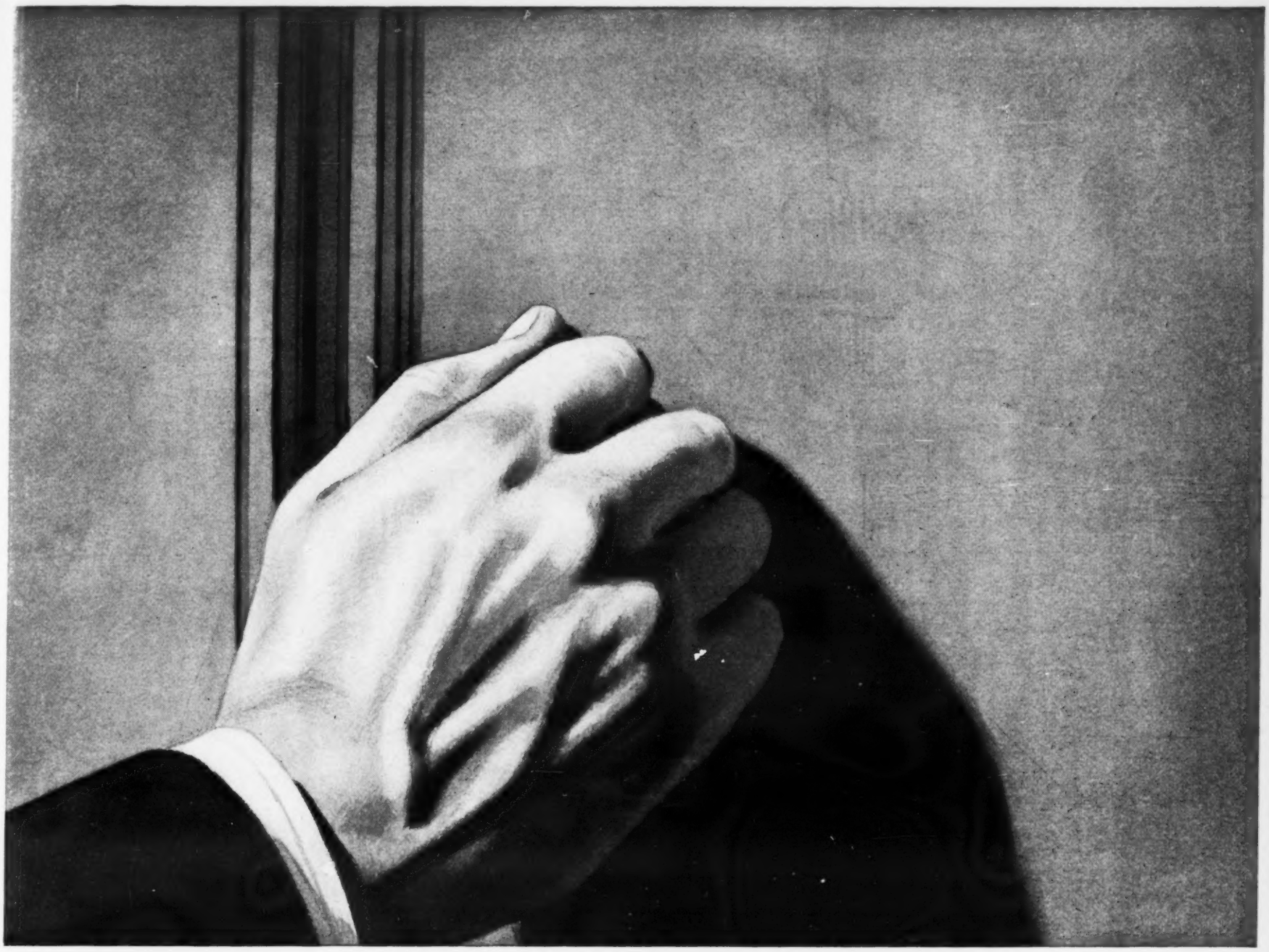
JOSEPH B. SLATKIN, Pres. of Dexter Chevrolet Co., Detroit, Mich., says, "I've seen a lot of waxes and polishes come and go but experience has taught me that Simoniz gives the best protection you can get. For customer-satisfaction, I advise a Simoniz Job for every new car."

GEORGE C. SCHAEFER, ServiceMgr.,Smith Motor Sales, San Antonio, Texas, says, "For over 29 years I've recommended a Simoniz Job to all my customers. There's extra profit for me in this—but more important is the good-will and customer-satisfaction it builds."

WALTER MULLER, of Muller Bros., Hollywood, Calif. says, "There's no substitute for that old-fashioned policy of 'good service and a square deal.' Part of my service policy is to recommend a Simoniz Job on all new cars that leave our showroom."

H. A. TURNURE, of Turnure & Blood, Inc., New York City, says, "When you spend 25 years selling Chrysler Corporation cars you get to know the score. One of my business principles is this: to give my customers good service. And there is no better way to protect a car finish than to SIMONIZ it twice a year."

FREE! Simoniz Service Bulletins. The latest word from experts on preserving and protecting car finishes. Get yours today. Simoniz Company, 2100 Indiana Avenue, Chicago 16, Illinois.



What's the opportunity that knocks with every new car sale?

IT'S THE OPPORTUNITY to give your customer the matchless safety of a set of Goodyear's LifeGuard Safety Tubes.

Your customer needs protection against blowout accidents—*and blowout tragedies*—since *no tire or tube in the world is blowout-proof!*

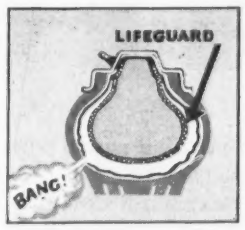
When you show him how Goodyear's LifeGuard Safety Tubes make any blowout harmless, he'll find them mighty hard to resist.

Nobody has a better opportunity than you in getting a customer to make this change-over.

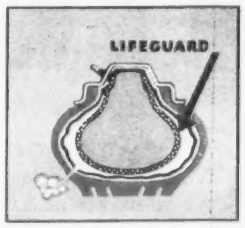
For you see him at a time when he's in the best mood to get the best protection for his new car. Even if deliveries are a little slow, your customer will find Goodyear's LifeGuard Safety Tubes well worth waiting for.

And so will you, because the sale of this remarkable safety tube is an outstanding profit-maker for you!

Show customers how* GOODYEAR'S LIFEGUARD SAFETY TUBES *Make any blowout harmless!



1. The LifeGuard Safety Tube has two air chambers. Only outer chamber gives way in case of blowout.



2. Reserve air in strong, cord-fabric inner chamber supports car long enough for safe, gradual stop.

GOODYEAR

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND

LifeGuard, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio

V 26 1 3 2 8 7
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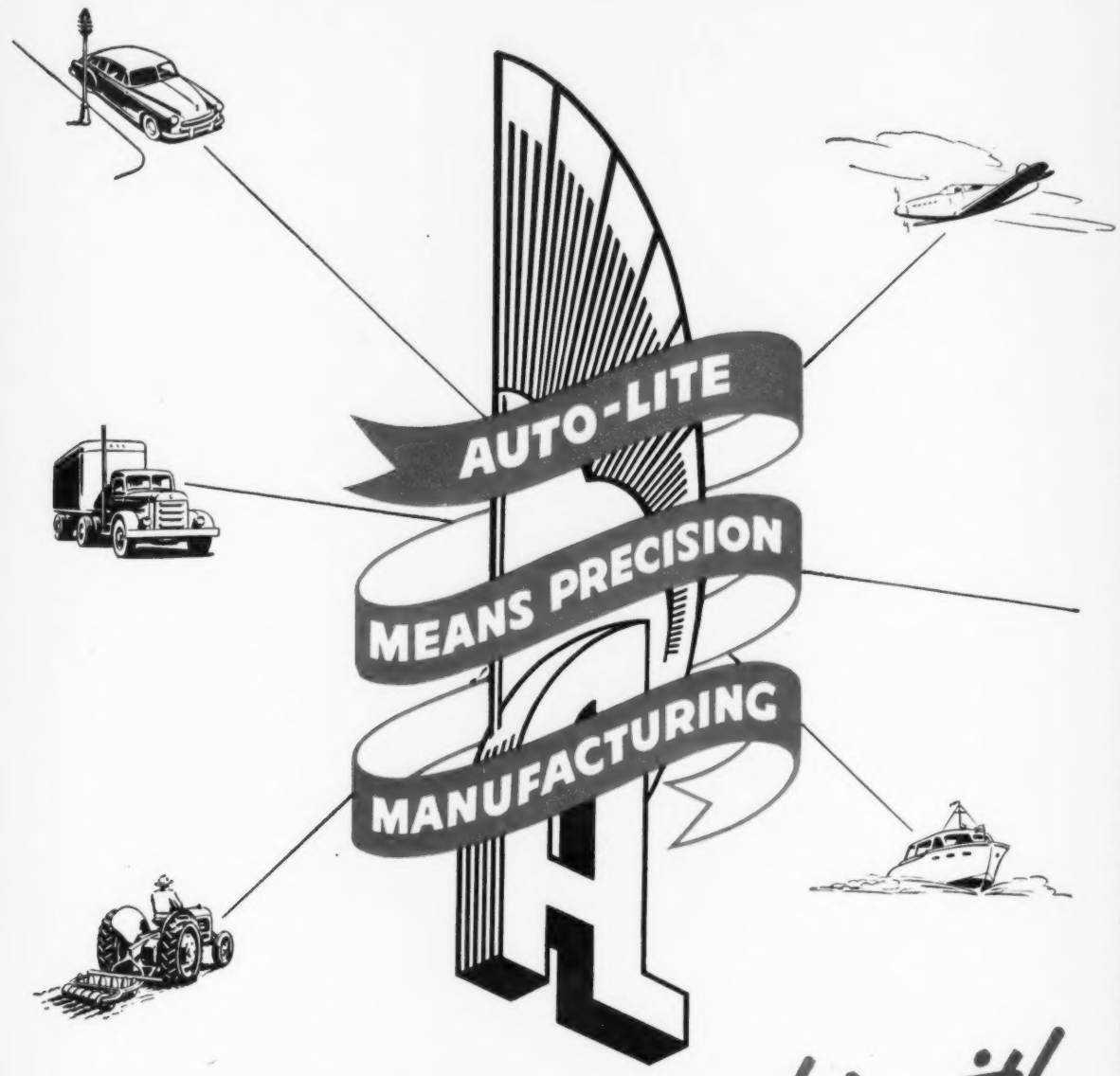

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Fuel Pumps
Bumpers
Regulators & Relays
Generators
Distributors
Windshield Wipers (Electric)
Batteries
Die Castings
Plastics & Metals
Governors
Coils & Condensers
Horns
Switches
Lighting
Motors
Wire & Cable
Instruments & Gauges

You're always right with

AUTO-LITE

AUTO-LITE serves the nation's needs . . . with more than 400 products used as original factory equipment on many leading makes of America's finest cars, trucks and tractors. By building products of the highest quality and dependability . . . Auto-Lite has grown to be the world's largest independent manufacturer of automotive electrical equipment . . . and the best advertised name in the automotive after market. Today's buyers of cars, trucks and tractors know "You're Always Right With Auto-Lite."

THE ELECTRIC AUTO-LITE COMPANY
Toledo 1 Ohio

WORLD'S LARGEST INDEPENDENT MANUFACTURER OF AUTOMOTIVE ELECTRICAL EQUIPMENT

Fifteenth Annual Edition of the

AUTOMOTIVE NEWS

Almanac for 1951

Review and Reference Edition

GEORGE M. SLOCUM
Publisher, 1933-1949

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HIGHLIGHTS

Cars in Operation by Makes, States and Model Years.
Complete passenger car registrations, 1922-1951.
Detailed directory of the industry.
Automotive News Family Album.
Financial data of automotive companies.
Farm data—Automotive.
Used car prices analysis.
Commercial car registrations, 1926 to 1951.
Monthly production and registrations statistics showing percentage of each month to year's total, 1935 to 1951.
Percentage of state registrations to year's total.
Makers' percentage of year's total new passenger and commercial car registrations.
Production and wholesale value of passenger and commercial cars, 1900 to 1951.
List of states in order of registrations of car volume—in order of percentage of sales.
List of car manufacturers in order of sales volume—in order of percentage of sales.
Automotive News production estimates by makes, 1936-1951.
Motor vehicle registrations, 1900-1951.
Service Specifications of 1950 cars and trucks.
Tire and tube production statistics.
Highway Accidents—types, condition of vehicles, etc.
Taxes paid by car owners.

Complete Index Facing Inside Back Cover

Automotive News

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V26328 7 SUP APR 30 51 XUM

In 1951 Studebaker again was a stand-out in the Mobilgas Economy Run

STUDEBAKER CHAMPION
28.6
Actual miles per gallon

STUDEBAKER COMMANDER V-8
28
Actual miles per gallon

STUDEBAKER LAND CRUISER V-8
27.6
Actual miles per gallon

All Studebakers had overdrive, optional at extra cost

Studebaker's "thrifty three" proved to be the best performers in actual miles per gallon among 26 standard classification cars

1950 Another Record Year for Automotive Industry

PACED by all-time peaks in production and sales, the automotive industry smashed almost every known record during 1950 — and, at year's end, was well on its way to becoming the nation's No. 1 war-materiel producer.

Besides new records in production and sales of new cars and trucks, other 1950 marks were set for Vehicles on the Road, Vehicle Taxes, Auto Wage Earners, Gasoline Consumption, Parts and Accessory Sales, and Tire Production and Sales.

The 1950 output of 6,658,510 new cars eclipsed the all-time total of 5,118,293 units set in 1949 and compared with 1929's previous record of 4,587,400 cars. Because of metal restrictions placed on civilian industry, as a result of the national defense program, it was expected that the 1950 record would stand for some time.

Although still slightly below 1948's record of 1,364,957 units, production of new trucks during 1950 was a whopping 1,343,923 units — about 200,000 units above the number assembled in 1949.

* * *

THE car and truck total combined gave 1950 an undreamed-of output of 8,002,433 vehicles. This represented 1,750,000 more vehicles than were turned out in 1949, the previous record year.

Stimulated by the Korean-war boom, registrations of new cars and trucks zoomed in the last half of 1950, ending up with a grand total of 7,468,745 sales — eclipsing the former record of 5,800,303 new registrations set in 1949. The record sales last year comprised 6,326,438 new cars and 1,142,307 new trucks, a new high for both categories.

Following a slight drop-off during 1949, average auto employment rose sharply during 1950 to reach an all-time peak of 837,600 workers. In 1949 the total was 770,280 workers, while in the previous record year of 1948 the figure was 792,800.

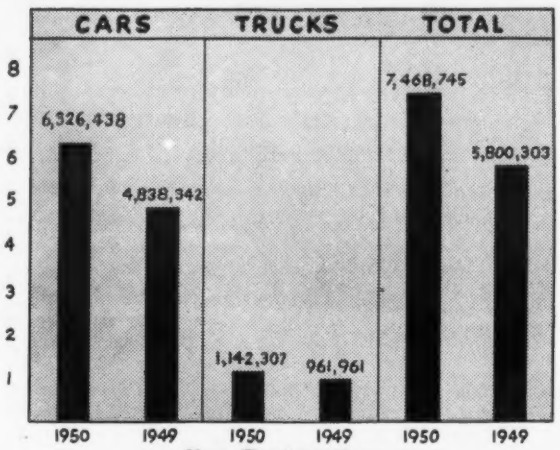
* * *

AS A RESULT of the huge increase in vehicle sales and use, the tax "take" from American motorists — by local, state and federal governments — continued to soar during 1950. Total tax collections on all vehicles — cars, trucks and buses — rose to $4,480,000,000, compared with $3,844,647,000 in 1949.

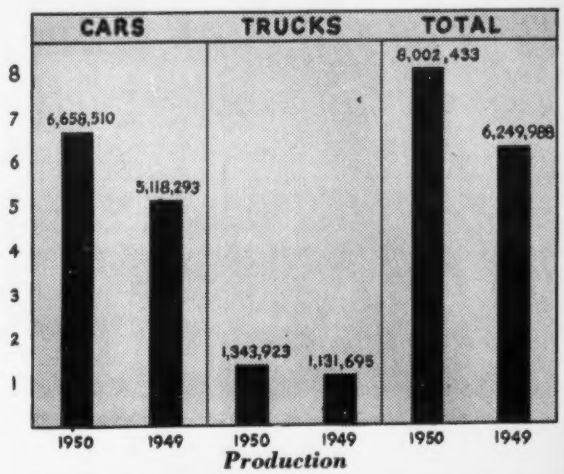
The number of vehicles on the road climbed to another all-time peak of 35,922,286 cars and 7,577,037 trucks — a total of 43,499,323 vehicles.

This represented an increase of about 150,000 vehicles over the previous year; cars increased around 500,000 units while trucks declined 220,000 units.

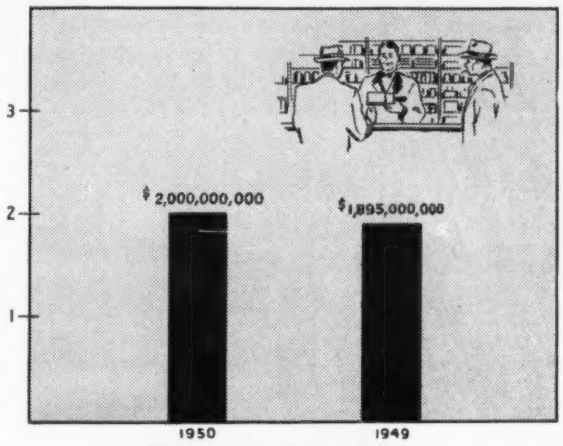
Gasoline consumption likewise showed a sharp gain during the past year, with U. S. sales totaling 40,699,167,000 gallons. In 1949, consumption reached 37,806,814,000 gallons.



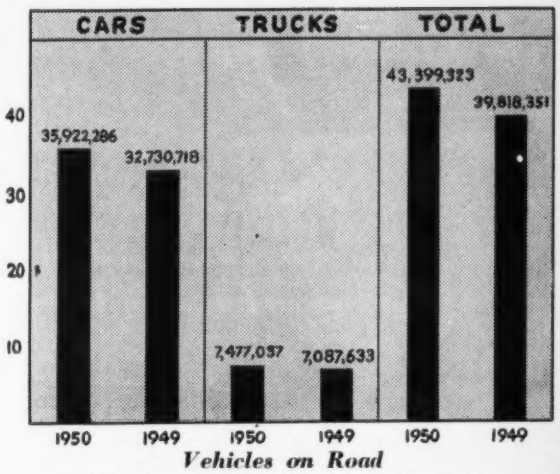
New Registrations



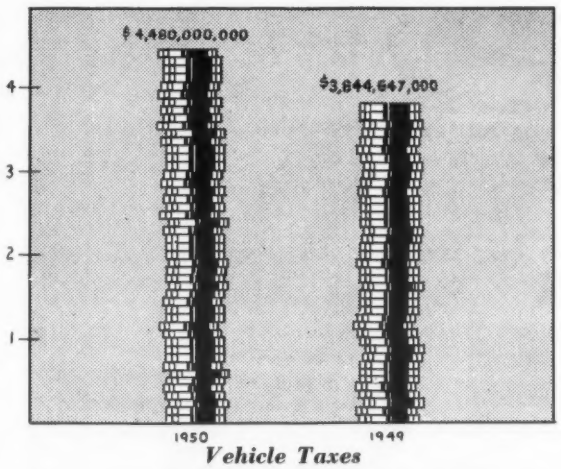
Production



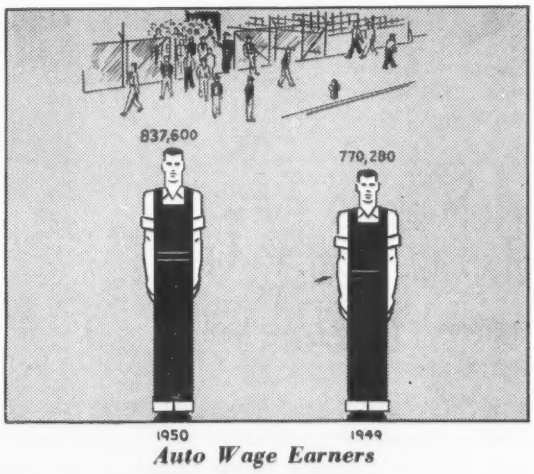
Parts, Accessories Sales



Vehicles on Road



Vehicle Taxes



Auto Wage Earners

IN THE face of war-scare buying and government restrictions on crude rubber use, tire production last year could not keep pace with sales. While output of tires attained an all-time peak of 92,749,602 in 1950, sales soared even higher to 99,825,537.

The previous high mark was production of 81,314,417 tires in 1948, when sales hit 77,781,262.

Parts and accessory sales joined the parade of 1950 records, climbing to an estimated $2,000,000,000 from a 1949 total of $1,895,000,000. Due to further embargoes by foreign countries, exports of cars and trucks was the only category to show a decline in 1950. A total of 249,895 vehicles (119,719 cars and 130,176 trucks) were exported last year compared with 274,271 units (140,212 new cars and 134,059 new trucks) in 1949.

But new records did not comprise the only happenings in the auto industry during 1950.

Because of the record output rate, early in 1950 dealers found themselves with more cars than they could sell. As a result, they were forced to make small-margin deals, and bootlegging ran wild. But in June, the Korean war began and vehicle sales received a shot in the arm because of scare buying.

Other troubles which plagued dealers and makers throughout the year included the reimposition of Regulation W, mounting operating, material and labor costs, and shortages of materials.

Now for a month-by-month review of 1950:

* * *

January

Chevrolet introduces Powerglide. . . . Chrysler workers strike over pensions. . . . Regulation W seen returning because credit buying of cars soared 60 percent during 1949 . . . Many dealers and credit men feel immediate postwar demand for new cars has been substantially supplied.

Dealers cutting prices to move extra cars. . . . Bootlegging raging. . . . Demands for repeal of auto excises voiced. Excises are termed a threat to production, employment and standard of living.

Preston Tucker and seven associates are found not guilty of Security and Exchange Commission or mail-fraud violations.

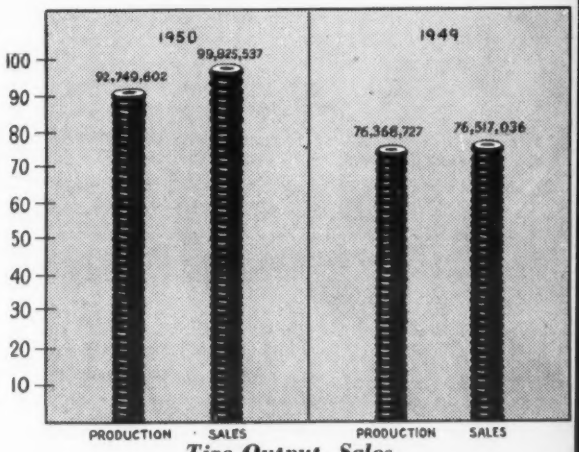
Vehicle production pace picks up. . . . New-car stocks in dealers hands or in transit average 11½ cars on Jan. 1, compared with 10½ on Dec. 1, 1949. . . . Cadillac cuts prices $30 to $211 on new models.

* * *

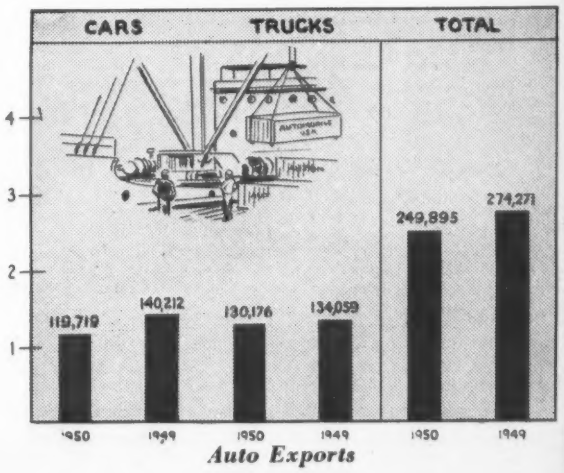
February

NADA asks makers for territorial security in drive to halt bootlegging. . . . Eighty percent of dealers answering an NADA survey said they are receiving vehicles without specific orders. Eighty-six percent said they are influenced to buy an excess of cars. . . . Dealer stocks rose to average of 12½ cars on Feb. 1.

(Continued on Page 98, Col. 1)



Tire Output, Sales



Auto Exports

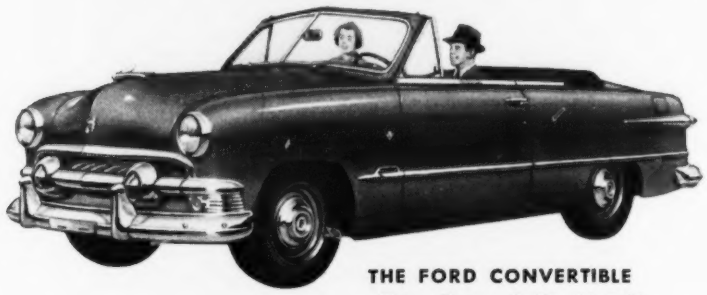
Ford Dealers Step Ahead with the Widest Selection in the Volume Field!

Ford offers seven different body types, sixteen different models, two great engines, three transmissions and more than 170 different combinations of color, upholstery and trim.

No other car in Ford's price class offers as wide a selection. That's why we say "You can pay more but you can't buy better!"

THE FORD FORDOR
—has more hip and shoulder room than any other four-door model in the volume field.

THE FORD TUDOR
Most popular seller in the finest line of cars in Ford history featuring exclusive new Automatic Ride Control and 43 new "look ahead" ideas.

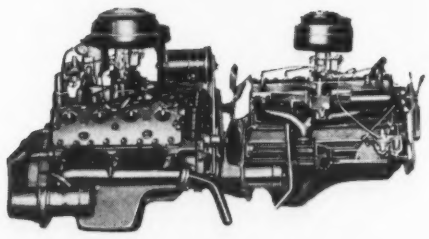


THE FORD CONVERTIBLE
—all-time "best seller" in this field.

THE FORD CLUB COUPE
—Six passengers big with full family-size luggage space. And its "working" partner is the Ford Business Coupe (not illustrated here).

THE FORD "COUNTRY SQUIRE"
—the "last word" in station wagons by the leading producer of station wagons.

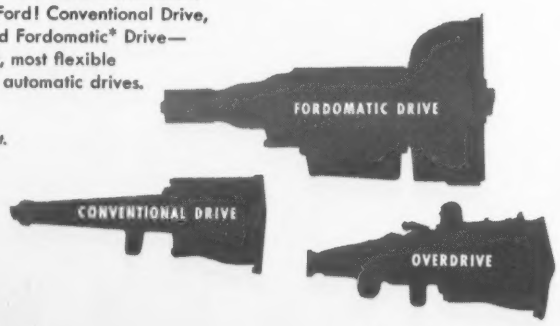
THE BEAUTIFUL FORD VICTORIA
—newest star in a "look ahead" lineup with 15% more "look out" area than any car of its type in the volume field.



V-8 or SIX?
Ford has both!
Plus 18 years of V-8 building "know-how."

Not one—not two—but *three* transmissions available in a '51 Ford! Conventional Drive, Overdrive* and Fordomatic* Drive—the newest, finest, most flexible of all the automatic drives.

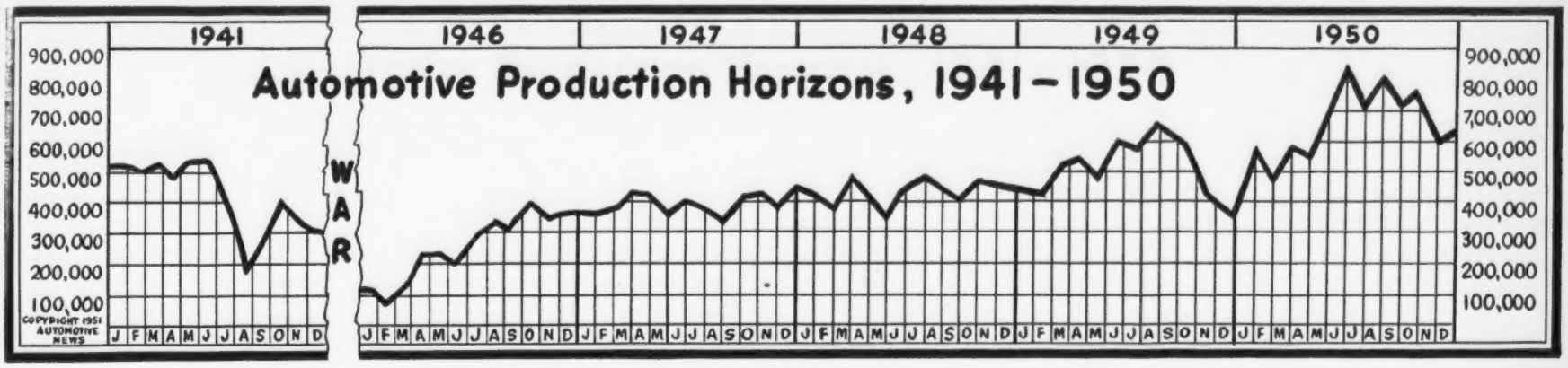
*Optional at extra cost.



Customers name it. Ford has it!
More than 170 body color, upholstery and interior trim combinations in the '51 Ford line.

More good reasons why-it's great to be a FORD Dealer!

FORD Division of FORD MOTOR COMPANY



Automotive News Production Estimates, Makes and Years, 1937-1950

Year	CHRYSLER					GENERAL MOTORS						FORD				NON-AFFILIATED						
	Chrysler	DeSoto	Dodge†	Plymouth†	Chrysler Total	Buick	Cadillac LaSalle	Chevrolet†	Oldsmobile	Pontiac	GM Total	Ford†	Lincoln	Mercury	Ford Total	Hudson	Nash	Packard	Studebaker†	Willys†	Miscellaneous†	Grand Total
1950*	164,697	126,664	454,418	569,871	1,315,650	552,827	110,535	2,015,158	396,757	467,655	3,542,932	1,532,920	35,485	334,081	1,902,486	143,006	189,543	72,098	318,468	86,958	431,292	8,002,433
1949*	141,241	105,846	444,746	574,447	1,266,280	398,482	81,545	1,493,501	282,885	333,955	2,590,368	1,085,783	33,132	203,339	1,322,254	142,462	142,592	104,593	291,875	82,847	306,717	6,249,988
1948*	118,937	93,591	412,687	375,803	1,001,018	275,504	66,209	1,165,678	194,755	253,469	1,955,615	850,856	43,688	154,702	1,049,246	143,697	118,621	98,898	234,004	137,332	537,861	5,276,292
1947*	109,415	80,427	394,729	353,689	938,260	267,830	59,436	1,031,338	191,418	223,015	1,773,037	849,497	29,275	124,612	1,003,384	103,780	113,315	52,273	191,451	119,473	498,666	4,793,639
1946*	77,075	62,431	285,581	239,824	664,911	156,080	28,444	667,250	114,674	131,538	1,097,986	572,116	13,477	70,946	656,539	94,312	98,769	42,102	120,763	77,988	20,413	2,873,783
1945*	367	947	42,189	2,265	45,768	2,482	1,142	94,815	3,498	5,606	107,543	92,589	569	2,848	96,006	5,047	6,148	2,977	1,309	1,824	4,321	270,943
1942*	6,028	4,196	11,863	25,184	47,271	16,402	2,874	45,180	11,753	14,358	90,567	32,307	1,276	4,426	38,009	6,476	5,500	5,771	8,834	1,944	476	204,848
1941	136,325	93,575	357,608	500,383	1,087,891	316,251	58,526	1,295,952	233,110	278,581	2,182,420	922,984	18,401	104,308	1,045,593	79,529	79,535	72,877	133,855	29,300	397,992	5,108,992
1940	123,311	88,680	297,829	549,832	1,059,652	311,403	41,704	1,130,518	216,255	239,402	1,939,282	805,960	27,378	93,472	926,810	87,900	64,256	76,927	124,272	26,578	383,483	4,692,338
1939	72,284	58,465	244,238	381,070	756,057	231,219	38,506	931,669	160,551	169,320	1,531,265	746,887	21,565	89,235	857,687	82,161	65,859	76,366	111,552	24,372	222,770	3,732,608
1938	49,936	38,076	169,632	313,106	570,749	180,456	28,285	694,188	96,671	104,795	1,104,395	561,554	19,722	18,682	599,958	56,280	32,017	50,260	52,605	24,083	158,578	2,655,777
1937	126,260	92,040	379,626	526,066	1,124,992	232,648	44,736	1,189,779	217,789	232,648	1,924,305	1,095,984	34,645	....	1,130,619	102,362	87,987	108,553	91,317	73,928	351,541	5,016,565

*U. S. production only. †Includes trucks. (1945 totals include civilian truck output only.)

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1950 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHRYSLER CORP.	100,750	.....	.....	100,750	.....	109,312	157,507	367,569	145,956	159,752	147,872	821,149	164,220	145,412	57,379	1,188,160
Chrysler	14,922	.....	.....	14,922	.....	17,091	20,903	52,916	19,185	18,890	20,936	111,927	22,934	18,526	11,310	164,697
DeSoto	10,964	.....	.....	10,964	.....	12,835	16,264	40,063	15,303	14,073	15,437	84,876	17,276	15,811	8,701	126,664
Dodge	28,235	.....	.....	28,235	.....	30,325	44,223	102,783	40,245	46,187	37,893	227,108	44,952	38,646	16,222	326,928
Plymouth	46,629	.....	.....	46,629	.....	49,061	76,117	171,807	71,223	80,602	73,606	397,238	79,058	72,429	21,146	569,871
FORD MOTOR CO.	114,356	116,604	139,966	370,926	135,731	144,905	154,981	806,543	126,384	150,451	141,037	1,224,415	151,876	70,464	109,931	1,556,686
Ford	88,793	90,563	109,143	288,499	103,648	109,637	118,256	620,040	99,485	114,778	111,015	945,318	121,527	40,399	79,876	1,187,120
Lincoln	2,687	2,338	3,490	8,515	2,893	3,217	3,061	17,686	2,875	3,445	2,587	26,593	2,617	2,699	3,576	35,485
Mercury	22,876	23,703	27,333	73,912	29,190	32,051	33,664	168,817	24,024	32,228	27,435	252,504	27,732	27,366	26,479	334,081
GENERAL MOTORS	220,851	210,760	258,683	690,294	249,566	243,119	313,913	1,496,892	263,635	299,501	245,775	2,305,803	268,376	215,964	258,214	3,048,357
Buick	38,184	36,064	48,616	122,864	46,533	46,734	54,164	270,295	47,254	54,157	44,176	415,882	45,399	48,037	43,509	552,827
Cadillac	3,719	5,061	9,162	17,942	7,620	9,452	11,307	46,321	11,642	13,335	10,341	81,639	11,761	10,068	7,067	110,535
Chevrolet	113,601	106,586	128,849	349,036	125,052	115,991	161,855	751,934	131,428	148,108	122,770	1,154,240	137,908	88,361	140,074	1,520,583
Oldsmobile	30,534	29,845	32,997	93,376	32,140	32,116	39,567	197,199	33,066	37,905	31,150	299,320	32,305	35,959	29,173	396,757
Pontiac	34,813	33,204	39,059	107,076	38,221	38,826	47,020	231,143	40,245	45,996	37,338	354,722	41,003	33,539	38,391	467,655
KAISER-FRAZER	3,703	.....	4,292	7,995	6,359	13,165	17,895	45,414	9,707	20,823	21,597	97,541	21,806	15,992	11,572	146,911
Frazer	3	.....	4,256	4,259	3,984	1,682	41	9,966	.....	53	93	10,112	88	17	.....	10,217
Kaiser	3,700	.....	36	3,736	2,375	11,483	17,854	35,448	9,707	20,770	21,504	87,429	21,718	15,975	11,572	136,694
CROSLEY	408	487	617	1,512	608	540	562	3,222	562	738	676	5,198	937	857	560	7,552
HUDSON	11,464	10,284	12,851	34,599	11,516	11,868	17,008	74,991	14,466	9,654	3,949	103,060	11,407	13,038	15,501	143,006
NASH	14,732	15,048	19,021	48,801	18,902	20,393	19,281	107,377	16,296	6,048	14,273	143,994	17,531	12,433	15,585	189,543
PACKARD	5,028	5,923	5,930	16,881	5,880	6,305	2,893	31,959	93	1,860	8,653	42,565	11,326	7,920	10,287	72,098
STUDEBAKER	23,743	21,750	25,732	71,225	22,468	26,619	28,845	149,157	19,721	29,311	22,411	220,600	8,326	18,177	21,042	268,145
WILLYS	121	122	2,747	2,990	4,260	4,650	4,458	16,358	4,185	3,716	3,520	27,779	3,566	3,605	3,102	38,052
TOTAL CARS U. S.	495,156	380,978	469,839	1,345,973	455,290	580,876	717,343	3,099,482	601,005	681,854	609,763	4,992,104	659,371	503,862	503,173	6,658,510

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1950 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHEVROLET	36,250	35,349	43,266	114,865	41,793	44,977	49,278	250,913	41,585	45,799	38,864	377,161	41,905	30,673	44,836	494,575
CROSLEY	36	30	35	101	27	33	38	199	28	57	103	387	64	46	72	569
DIVCO	329	360	365	1,054	350	420	356	2,180	317	582	468	3,547	440	406	414	4,807
DODGE	8,733	....	....	8,733	....	10,252	16,192	35,177	15,212	17,411	13,401	81,201	15,993	13,631	16,665	127,490
FEDERAL	110	111	121	342	182	180	156	860	121	110	245	1,336	188	80	303	1,907
FORD	26,477	29,077	33,001	88,555	28,768	32,906	33,632	183,861	24,104	36,500	28,956	273,421	28,362	19,911	24,106	345,800
GMC	8,603	9,027	11,161	28,791	8,925	8,947	9,211	55,874	7,508	9,655	8,207	81,244	9,700	9,675	9,909	110,528
INTERNATIONAL	6,542	8,835	9,961	25,338	10,362	12,036	13,232	60,968	10,550	11,137	314	82,969	47	8,485	14,917	106,418
MACK	1,024	897	999	2,920	840	858	520	5,138	1,022	1,085	917	8,162	1,159	1,480	1,709	12,510
REO	206	240	311	757	238	377	604	1,976	786	1,404	1,077	5,243	1,614	1,085	1,426	9,368
STUDEBAKER	4,476	4,088	5,032	13,596	4,251	4,229	4,760	26,836	3,096	4,744	3,456	38,132	3,780	4,078	4,333	50,323
WHITE	868	895	1,198	2,961	1,103	1,238	1,330	6,632	1,054	1,244	1,425	10,355	1,638	1,138	1,507	14,638
WILLYS	2,736	84	3,575	6,395	4,866	4,029	4,284	19,574	3,867	4,469	4,750	32,660	5,107	5,289	5,850	48,906
MISCELLANEOUS	1,295	1,194	1,336	3,825	1,267	1,178	1,292	7,562	1,298	1,408	1,285	11,553	1,421	1,526	1,584	16,084
TOTAL TRUCKS, U. S.	97,685	90,187	110,361	298,233	102,972	121,660	134,885	657,750	110,548	135,605	103,468	1,007,371	111,418	97,503	127,631	1,343,923

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1941 Cars and Trucks—U. S. and Canada Production Totals

	January	February	March	First Quarter	April	May	June	Second Quarter	First Half	July	August	September	Third Quarter	October	November	December	Fourth Quarter	1941 Total
Chevrolet†	129,020	128,457	134,967	392,444	143,024	133,371	136,374	412,769	805,213	133,346	24,327	68,873	226,546	98,591	92,293	73,309	264,193	1,295,952
Ford†	95,751	92,096	98,450	286,297	43,398	108,166	101,873	253,437	539,734	99,092	57,052	26,324	182,468	68,869	66,709	65,204	200,782	922,984
Plymouth†	61,260	56,882	53,485	171,627	54,977	58,003	49,120	162,100	333,727	20,530	14,235	35,059	69,824	39,229	33,900	23,703	96,832	500,383
Dodge†	34,490	33,985	37,845	106,320	39,540	34,399	39,060	112,999	219,319	33,571	11,109	18,254	62,934	26,513	26,457	22,385	75,355	357,608
Buick	36,312	34,459	36,207	106,978	37,972	34,451	36,674	109,097	216,075	31,562	‡	10,928	42,490	23,611	20,640	13,435	57,686	316,251
Pontiac	28,239	25,883	29,093	83,215	31,298	29,969	32,942	94,209	177,424	31,084	‡	9,236	40,320	24,665	23,029	13,143	60,837	278,581
Oldsmobile	25,726	23,409	25,945	75,080	27,037	26,218	27,285	80,540	155,620	22,168	‡	9,951	32,119	17,836	16,736	10,799	45,371	233,110
Chrysler	14,978	14,229	15,935	45,142	16,815	15,697	15,709	48,221	93,363	11,885	797	8,517	21,199	10,388	6,124	5,251	21,763	136,325
Studebaker†	10,500	12,606	13,003	36,109	5,890	13,879	14,402	34,171	70,280	13,635	2,839	11,157	27,631	11,816	13,894	10,234	35,944	133,855
Mercury	13,290	12,100	12,537	37,927	7,988	12,232	11,081	31,301	69,228	10,387	3,369	1,211	14,967	7,653	7,216	5,244	20,113	104,308
DeSoto	10,796	10,078	10,365	31,239	11,064	10,941	10,921	32,926	64,165	8,831	748	4,550	14,129	7,190	4,341	3,750	15,281	93,575
Nash	6,969	7,936	9,112	24,017	10,615	9,889	8,520	29,024	53,041	‡	2,013	5,541	7,554	7,924	6,539	4,477	18,940	79,535
Hudson†	6,085	6,747	7,568	20,400	8,918	6,862	7,477	23,257	43,657	3,312	9,454	7,250	20,016	5,715	5,815	4,326	15,856	79,529
Packard	4,631	5,690	6,401	16,722	6,149	6,035	7,338	19,522	36,244	6,638	4,095	6,565	17,298	7,949	7,167	4,219	19,335	72,877
Cadillac	5,860	6,677	6,937	19,474	6,977	6,289	6,954	20,220	39,694	5,528	‡	2,429	7,957	3,975	4,396	2,504	10,875	58,526
Willys†	2,322	1,326	2,587	6,235	2,838	4,304	3,079	10,221	16,456	2,241	3,321	2,957	8,519	1,977	‡	2,348	4,325	29,300
Lincoln	2,767	2,397	1,630	6,794	1,253	2,212	2,087	5,552	12,346	300	‡	1,069	1,369	1,769	1,510	1,307	4,586	18,301
Miscellaneous†	35,077	34,375	31,811	101,263	34,103	32,438	35,382	101,923	203,186	34,787	31,434	18,880	85,101	35,699	37,126	36,880	109,705	397,992
TOTAL (U.S., Canada)	524,073	509,332	533,878	1,567,283	489,856	545,355	546,278	1,581,489	3,148,772	468,897	164,793	248,751	882,441	401,369	373,892	302,518	1,077,779	5,108,992

†Includes trucks. ‡Closed.

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(Continued on Page 10)

1949 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Total 1949
CHRYSLER CORP.	80,406	42,949	75,150	198,505	92,566	88,944	111,964	491,979	111,925	132,191	131,118	867,213	126,719	62,716	59,319	1,115,967
Chrysler	12,196	5,273	8,878	26,347	12,188	10,991	14,318	63,844	15,674	16,414	18,611	114,543	17,108	2,322	7,268	141,241
DeSoto	8,412	4,971	6,916	20,299	9,927	8,693	11,607	50,526	10,982	11,217	12,822	85,547	11,998	2,287	6,014	105,846
Dodge	21,942	11,214	11,609	44,765	20,714	21,408	31,248	118,135	33,921	40,943	39,363	232,362	38,227	7,033	16,811	294,433
Plymouth	37,856	21,491	47,747	107,094	49,737	47,852	54,791	259,474	51,348	63,617	60,322	434,761	59,386	51,074	29,226	574,447
FORD MOTOR CO.	85,352	81,767	92,538	259,657	90,231	32,295	87,769	469,952	104,224	120,849	111,579	806,604	100,608	77,232	93,197	1,077,641
Ford	67,866	64,241	73,616	205,723	70,055	25,382	68,286	369,446	79,066	91,611	86,902	627,025	79,097	62,146	72,902	841,170
Lincoln	3,729	3,902	2,449	10,080	2,578	534	3,260	16,452	3,926	4,399	3,798	28,575	2,993	804	760	33,132
Mercury	13,757	13,624	16,473	43,854	17,598	6,379	16,223	84,054	21,232	24,839	20,879	151,004	18,518	14,282	19,535	203,339
GENERAL MOTORS	99,858	144,837	172,195	416,890	196,963	213,537	222,381	1,049,771	211,121	243,729	222,258	1,726,879	199,936	177,541	102,469	2,206,825
Buick	32,366	27,603	31,355	91,324	35,518	36,693	36,891	200,426	33,701	40,106	37,856	312,089	32,110	26,034	28,249	398,482
Cadillac	6,827	6,480	7,426	20,733	7,614	7,787	8,145	44,279	7,282	8,247	7,867	67,675	7,076	6,398	396	81,545
Chevrolet	31,401	67,653	85,092	184,146	98,455	111,828	116,615	511,044	109,871	126,070	113,498	860,483	108,007	96,177	45,291	1,109,958
Oldsmobile	20,177	19,450	21,892	61,519	24,986	25,372	27,432	139,309	27,029	31,095	28,607	226,040	24,620	20,899	11,326	282,885
Pontiac	9,087	23,651	26,430	59,168	30,390	31,857	33,298	154,713	33,238	38,211	34,430	260,592	28,123	28,033	17,207	333,955
KAISER-FRAZER	7,294	2,784	3,441	13,519	5,356	9,599	9,282	37,756	6,225	5,196	4,555	53,732	4,263	.....	.....	57,995
Frazer	2,938	997	946	4,881	230	98	784	5,993	393	69	5	6,460	1	.....	.....	6,461
Kaiser	4,356	1,787	2,495	8,638	5,126	9,501	8,498	31,763	5,832	5,127	4,550	47,272	4,262	.....	.....	51,534
CROSLEY	794	1,366	1,565	3,725	470	620	737	5,552	715	822	345	7,434	482	630	396	8,942
HUDSON	17,948	15,054	14,460	47,462	14,480	11,176	11,337	84,455	9,671	11,885	10,442	116,453	7,179	9,824	9,006	142,462
NASH	13,383	12,111	14,991	40,485	8,671	10,890	16,864	76,910	13,434	7,779	11,362	109,485	15,530	11,052	6,525	142,592
PACKARD	9,003	10,930	10,156	30,089	4,126	4,655	11,367	50,237	10,786	15,040	13,591	89,654	7,110	5,060	2,769	104,593
STUDEBAKER	13,375	14,286	18,975	46,636	18,464	20,121	20,996	106,217	14,694	19,586	26,009	166,506	23,340	22,494	16,062	228,402
WILLYS	3,318	2,389	1,365	7,072	1,768	2,962	4,166	15,968	3,425	3,027	3,241	25,661	3,612	1,507	2,094	32,874
TOTAL CARS, U. S.	330,731	328,473	404,836	1,064,040	433,095	394,799	496,863	2,388,797	486,220	560,104	534,500	3,969,621	488,779	368,056	291,837	5,118,293

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1949 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Total 1949
CHEVROLET	37,856	35,922	40,831	114,609	36,571	34,721	34,851	220,752	29,233	31,939	29,524	311,448	27,588	21,579	22,928	383,543
CROSLEY	36	45	41	122	33	23	35	213	15	24	20	272	30	39	34	375
DIVCO	239	295	305	839	317	381	372	1,909	206	360	328	2,803	357	203	269	3,632
DODGE	17,549	15,068	16,289	48,906	12,557	12,181	11,693	85,337	10,961	11,903	11,494	119,695	11,221	9,206	10,191	150,313
FEDERAL	130	157	108	395	134	142	82	753	135	199	130	1,217	133	147	152	1,649
FORD	18,490	16,335	22,189	57,014	21,270	8,677	18,962	105,923	26,645	28,360	25,927	186,855	21,374	17,360	19,024	244,613
GMC	8,716	7,949	7,977	24,642	8,923	7,355	7,905	48,825	6,964	6,982	5,874	68,645	6,006	4,606	4,583	83,840
INTERNATIONAL	13,736	12,043	13,327	39,106	10,849	8,958	15,661	74,574	13,099	10,507	693	98,873	2,252	5,660	3,787	110,572
MACK	485	623	697	1,805	548	528	559	3,440	643	695	648	5,426	849	850	905	8,030
REO	299	407	330	1,036	326	224	287	1,873	256	389	383	2,901	258	207	234	3,600
STUDEBAKER	6,588	6,819	6,731	20,138	6,027	6,084	6,368	38,617	4,328	4,825	4,428	52,198	4,343	4 096	2,836	63,473
WHITE	921	813	897	2,631	746	517	710	4,604	279	771	605	6,259	790	865	793	8,707
WILLYS	6,581	6,084	4,192	16,857	5,440	3,187	4,292	29,776	3,760	2,915	3,201	39,652	4,101	3,195	3,025	49,973
MISCELLANEOUS	2,014	2,031	1,830	5,875	1,323	1,492	1,588	10,278	1,598	1,888	1,622	15,386	1,521	1,364	1,104	19,375
TOTAL TRUCKS, U. S.	113,640	104,591	15,744	333,975	105,064	84,470	103,365	626,874	98,122	101,757	84,877	911,630	80,823	69,337	69,865	1,131,695

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1948 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHRYSLER CORP.	64,620	31,975	95,572	192,167	92,136	17,026	68,943	370,272	85,604	82,204	35,892	573,972	85,537	78,398	90,900	828,807
Chrysler	8,613	4,316	13,744	26,673	13,728	3,168	10,166	53,735	12,572	12,506	5,012	83,825	12,334	10,406	12,372	118,937
DeSoto	7,010	3,234	10,700	20,944	10,204	2,669	8,105	41,922	9,522	8,718	3,888	64,050	9,555	8,672	11,314	93,591
Dodge	19,701	9,650	26,761	56,112	25,725	6,473	19,781	108,091	23,659	21,070	10,624	163,444	23,706	25,488	27,838	240,476
Plymouth	29,296	14,775	44,367	88,438	42,479	4,716	30,891	166,524	39,851	39,910	16,368	262,653	39,942	33,832	39,376	375,803
FORD MOTOR CO.	65,498	64,022	35,101	164,621	9,302	26,276	54,505	254,704	63,873	77,674	89,591	485,842	87,055	85,653	88,905	747,455
Ford	51,077	52,003	33,357	136,437	848	12,098	33,217	182,600	43,617	56,925	67,081	350,223	64,811	65,205	68,826	549,065
Lincoln	1,390	609	961	2,960	2,582	3,660	5,582	14,784	4,199	1,368	5,089	25,440	6,092	5,917	6,239	43,688
Mercury	13,031	11,410	783	25,224	5,872	10,518	15,706	57,320	16,057	19,381	17,421	110,179	16,152	14,531	13,840	154,702
GENERAL MOTORS	124,920	123,703	155,339	403,962	136,494	111,924	116,043	768,423	140,400	145,171	127,433	1,181,427	137,112	127,435	119,952	1,565,926
Buick	22,445	23,794	26,303	72,542	21,216	21,504	20,034	135,296	24,384	24,410	22,183	206,273	20,494	18,040	30,697	275,504
Cadillac	2,103	2,005	7,183	11,291	5,778	6,536	5,417	29,022	6,908	6,745	6,250	48,925	5,899	3,278	8,107	66,209
Chevrolet	64,014	60,239	76,938	201,191	72,951	50,444	57,517	382,103	69,460	73,352	62,642	587,557	70,707	71,733	45,992	775,989
Oldsmobile	14,814	15,967	19,763	50,544	16,046	15,237	15,160	96,987	17,758	18,506	16,385	149,636	18,344	12,669	14,106	194,755
Pontiac	21,544	21,698	25,152	68,394	20,503	18,203	17,915	125,015	21,890	22,158	19,973	189,036	21,668	21,715	21,050	253,469
KAISER-FRAZER	20,676	13,387	10,748	44,811	13,828	18,146	17,117	93,902	17,758	12,571	14,611	138,842	15,670	15,903	10,901	181,316
Frazer	7,283	5,073	4,584	16,940	5,401	6,989	5,482	34,812	1,156	4,774	1,348	42,090	7,274	6,061	3,768	59,193
Kaiser	13,393	8,314	6,164	27,871	8,427	11,157	11,635	59,090	16,602	7,797	13,263	96,752	8,396	9,842	7,133	122,123
CROSLEY	1,560	2,115	2,722	6,397	2,950	2,908	3,265	15,520	3,111	3,701	3,002	25,334	754	340	1,465	27,893
HUDSON	7,950	11,136	12,658	31,744	11,997	12,667	14,420	70,828	11,568	531	8,110	91,037	15,049	18,427	19,184	143,697
NASH	11,102	8,908	12,554	32,564	12,363	11,261	13,310	69,498	16,339	879	2,888	89,604	7,225	9,086	12,706	118,621
PACKARD	5,336	3,414	8,757	17,507	9,269	8,868	10,126	45,770	8,272	6,928	3,914	64,884	10,547	11,554	11,913	98,898
STUDEBAKER	12,659	12,624	14,602	39,885	14,029	14,277	16,449	84,640	12,352	14,191	12,198	123,381	13,944	13,719	14,977	166,021
WILLYS	3,353	3,215	3,073	9,641	2,999	1,809	933	15,382	478	1,271	1,876	19,007	3,908	4,603	5,183	32,701
TOTAL CARS, U. S.	317,674	274,499	351,126	943,299	305,367	225,162	315,111	1,788,939	359,755	345,121	299,515	2,793,330	376,801	365,118	376,086	3,911,335

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1948 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHEVROLET	29,047	30,026	35,896	94,969	37,003	34,207	30,832	197,011	33,283	34,555	32,073	296,922	32,077	33,718	26,972	389,689
CROSLEY	549	345	252	1,146	146	206	269	1,767	205	156	257	2,385	90	45	153	2,673
DIAMOND T	1,223	1,109	1,259	3,591	1,295	1,079	1,249	7,214	1,121	911	1,047	10,293	1,036	783	571	12,683
DIVCO	615	575	630	1,820	636	625	682	3,763	425	500	653	5,341	616	223	205	6,385
DODGE	12,867	13,940	16,844	43,651	16,388	4,983	12,068	77,090	14,926	16,323	15,983	124,322	14,328	15,927	17,634	172,211
FEDERAL	755	466	473	1,694	423	335	295	2,747	209	273	272	3,501	131	141	125	3,898
FORD	19,957	22,281	35,583	77,821	33,593	30,609	30,322	172,345	27,768	26,095	18,829	245,037	18,751	18,700	19,303	301,791
GMC	6,773	5,465	7,831	20,069	7,571	6,422	7,805	41,867	8,753	9,394	9,118	69,132	8,903	8,560	6,082	92,677
HUDSON	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
INTERNATIONAL	14,628	14,393	16,467	45.488	15,879	14,519	15,816	91,702	15,155	8,107	13,108	128,072	10,553	13,129	15,030	166,784
MACK	1,573	1,397	968	3,938	1,128	995	872	6,933	1,016	959	964	9,872	961	553	637	12,023
REO	1,609	1,193	1,464	4,266	1,329	1,163	927	7,685	405	312	748	9,150	1,176	576	570	11,472
STUDEBAKER	6,320	6,361	6,635	19,316	1,665	2,842	6,748	30,571	5,087	6,142	5,841	47,641	6,817	6,342	7,183	67,983
WHITE	1,677	908	1,182	3,767	1,171	1,029	1,018	6,985	428	1,105	912	9,430	937	1,123	1,021	12,511
WILLYS	8,973	9,087	11,581	29,641	11,408	10,137	9,639	60,825	6,016	8,471	8,533	83,845	6,882	6,999	6,905	104,631
MISCELLANEOUS	554	499	652	1,705	566	409	626	3,306	846	758	606	5,516	478	716	836	7,546
TOTAL TRUCKS, U. S.	107,120	108,045	137,717	352,882	130,201	109,560	119,168	711,811	115,643	114,061	108,944	1,050,459	103,736	107,535	103,227	1,364,957

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(1947 Output table is on Page 14)

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WHY DOES NASH have so many important, exclusive features?

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NASH INTRODUCED a brand new type of automobile in the dashing Rambler—utilizing Airflyte Construction to produce the first really *safe,* rattleproof convertible sedan.

NASH INTRODUCED the Reclining Seat that could be converted into comfortable Twin Beds.

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NASH WAS FIRST to fully recognize the importance of aerodynamics in automotive design. Impartial wind tunnel tests of full-size Nash and competitive make cars proved conclusively the soundness of Airflyte styling. These tests showed that wind resistance was significant at normal driving speeds... demonstrated that vibration, gasoline economy, and precision steering are influenced by aerodynamics.

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1951

Nash

Airflyte

THE AMBASSADOR • THE STATESMAN • THE RAMBLER

The World's Most Modern Cars

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Michigan

Car and Truck Production . . .

Percentage of Year's Total Output for Each Month, 1938-1950

Passenger Car Production, U.S. Only

	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	1940 Production	% of Total	1939 Production	% of Total	1938 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	495,156	7.44	330,731	6.46	317,674	8.12	248,657	6.99	58,575	2.72	403,397	10.96	348,602	9.66	281,465	9.82	155,505	7.78	293,307	7.78
February	380,978	5.72	328,473	6.42	274,499	7.02	264,335	7.44	47,965	2.23	388,203	10.55	326,044	9.03	243,000	8.48	139,380	6.97	265,988	7.10
March	469,839	7.06	404,836	7.92	351,126	8.98	301,853	8.48	91,145	4.23	404,528	10.99	345,211	9.57	299,703	10.45	174,065	8.70	315,812	8.49
April	455,290	6.84	433,095	8.46	305,367	7.80	314,175	8.84	150,206	6.97	367,745	9.99	353,706	9.80	273,409	9.54	176,078	8.80	314,341	8.56
May	580,876	8.72	394,799	7.71	225,162	5.76	285,642	8.03	152,948	7.09	412,773	11.21	317,409	8.79	237,870	8.30	154,958	7.75	306,937	8.15
June	717,343	10.77	496,863	9.71	315,111	8.06	307,028	8.64	144,313	6.69	412,360	11.20	279,960	7.76	246,704	8.61	136,531	6.82	339,580	8.69
July	601,005	9.03	486,220	9.50	359,755	9.20	281,418	7.92	220,321	10.22	340,026	9.23	170,855	4.75	150,738	5.26	106,841	5.34	301,909	7.83
August	681,854	10.24	560,104	10.94	345,121	8.82	255,224	7.18	241,502	11.20	78,193	2.12	46,119	1.28	61,407	2.14	58,624	2.93	258,683	6.32
September	609,763	9.16	534,500	10.44	299,515	7.66	311,185	8.75	239,940	11.13	162,583	4.42	219,835	6.09	161,625	5.64	65,159	3.26	289,343	7.39
October	659,371	9.90	488,779	9.55	376,801	9.63	316,070	8.89	285,562	13.25	287,227	7.80	411,603	11.40	251,819	8.78	187,494	9.37	362,747	9.84
November	503,862	7.57	368,056	7.19	365,118	9.34	305,621	8.60	261,121	12.11	250,624	6.81	397,634	11.03	285,252	9.95	320,344	16.01	339,626	9.84
December	503,173	7.55	291,837	5.70	376,086	9.61	364,457	10.24	262,076	12.16	173,899	4.72	391,064	10.84	373,804	13.03	326,006	16.27	340,267	10.01
Total	6,658,510	100%	5,118,293	100%	3,911,335	100%	3,555,665	100%	2,155,674	100%	3,681,558	100%	3,608,042	100%	2,866,796	100%	2,00,985	100%	3,728,540	100%

Motor Truck Production, U.S. Only

	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	1940 Production	% of Total	1939 Production	% of Total	1938 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	97,685	7.27	113,640	10.04	107,120	7.85	100,978	8.16	54,864	5.83	74,872	8.19	52,884	8.41	60,703	8.55	53,823	11.03	79,629	8.37
February	90,187	6.70	104,591	9.24	108,045	7.92	113,710	9.18	28,692	3.05	75,440	8.25	51,557	8.20	60,220	8.48	47,151	9.66	75,531	7.85
March	110,361	8.21	115,744	10.23	137,717	10.09	115,567	9.33	39,359	4.18	82,855	9.07	51,516	8.18	72,243	10.17	47,580	9.75	85,882	8.80
April	102,972	7.63	105,064	9.28	130,201	9.54	112,747	9.11	81,282	8.64	73,294	8.02	58,992	9.37	63,966	9.00	43,032	8.82	85,728	8.83
May	121,660	9.06	84,470	7.46	109,560	8.03	87,526	7.07	74,650	7.94	84,028	9.19	54,187	8.60	59,672	8.40	37,101	7.60	79,206	8.15
June	134,885	10.04	103,365	9.13	119,168	8.73	92,963	7.51	58,739	6.24	82,730	9.05	47,664	7.57	63,034	8.87	38,139	7.81	82,296	8.33
July	110,548	8.23	98,122	8.67	115,643	8.47	100,314	8.10	93,458	9.94	82,530	9.02	52,653	8.35	58,621	8.25	34,602	7.09	82,944	8.46
August	135,605	10.10	101,757	8.99	114,061	8.36	85,185	6.88	105,506	11.22	54,868	6.00	26,766	4.25	38,461	5.41	31,870	6.53	77,110	7.52
September	103,468	7.70	84,877	7.50	108,944	7.98	118,315	9.56	92,044	9.79	58,506	6.40	38,953	6.18	27,132	3.82	18,375	3.76	72,290	6.97
October	111,418	8.30	80,823	7.14	103,736	7.60	116,547	9.42	109,953	11.69	71,010	7.77	58,306	9.25	61,573	8.67	22,018	4.51	81,740	8.25
November	97,503	7.26	69,377	6.13	107,535	7.88	91,326	7.38	100,552	10.69	80,711	8.83	65,197	10.34	66,533	9.36	52,069	10.67	81,150	8.73
December	127,631	9.50	69,865	6.19	103,227	7.55	102,796	8.30	101,484	10.79	93,406	10.21	71,192	11.30	78,338	11.02	62,340	12.77	90,022	9.74
Total	1,343,923	100%	1,131,695	100%	1,364,957	100%	1,237,974	100%	940,583	100%	914,250	100%	629,867	100%	710,496	100%	488,100	100%	973,538	100%

Passenger Car and Truck Production, U.S. Only

	1950 Production	% of Total	1949 Production	% of Total	1948 Production	% of Total	1947 Production	% of Total	1946 Production	% of Total	1941 Production	% of Total	1940 Production	% of Total	1939 Production	% of Total	1938 Production	% of Total	9 Year Average	Av. % Over 9 Yrs.
January	592,841	7.41	444,371	7.11	424,794	8.05	349,635	7.29	113,439	3.66	478,269	10.41	401,486	9.47	342,168	9.57	209,328	8.41	372,936	7.93
February	471,165	5.89	433,064	6.93	382,544	7.25	378,045	7.89	76,657	2.48	463,643	10.09	377,601	8.91	303,220	8.48	186,531	7.49	341,519	7.27
March	580,200	7.25	520,580	8.33	488,843	9.27	417,420	8.72	130,504	4.22	487,383	10.60	396,727	9.36	371,946	10.39	221,645	8.91	401,694	8.56
April	558,262	6.98	538,159	8.61	435,568	8.26	426,922	8.91	231,488	7.48	441,039	9.59	412,698	9.74	337,375	9.43	219,110	8.80	400,069	8.64
May	702,536	8.78	479,269	7.67	334,722	6.34	373,168	7.79	227,598	7.35	496,801	10.81	371,596	8.77	297,542	8.32	192,059	7.71	386,143	8.17
June	852,228	10.65	600,228	9.60	434,279	8.23	399,991	8.34	203,052	6.56	495,090	10.77	327,624	7.73	309,738	8.66	174,670	7.02	421,876	8.62
July	711,553	8.89	584,342	9.35	475,398	9.01	381,732	7.96	313,779	10.13	422,556	9.20	223,508	5.28	209,359	5.85	141,443	5.68	384,853	7.93
August	817,459	10.22	661,861	10.59	459,182	8.70	340,409	7.10	347,008	11.21	133,061	2.90	72,885	1.72	99,868	2.79	90,494	3.64	335,793	6.54
September	713,231	8.91	619,377	9.91	408,459	7.74	429,500	8.96	331,984	10.72	221,089	4.81	258,788	6.11	188,757	5.28	83,534	3.36	361,633	7.31
October	770,789	9.63	569,602	9.11	480,537	9.11	432,617	9.02	395,515	12.77	358,237	7.79	469,909	11.08	313,392	8.76	209,512	8.42	444,487	9.52
November	601,365	7.51	437,433	7.00	472,653	8.96	396,947	8.28	361,673	11.68	331,335	7.21	462,831	10.92	351,785	9.83	372,413	14.96	420,776	9.60
December	630,804	7.88	361,702	5.79	479,313	9.08	467,253	9.74	363,560	11.74	267,305	5.82	462,256	10.91	452,142	12.64	388,346	15.60	430,299	9.91
Total	8,002,433	100%	6,249,988	100%	5,276,292	100%	4,793,639	100%	3,096,257	100%	4,595,808	100%	4,237,909	100%	3,577,292	100%	2,489,085	100%	4,702,078	100%

1947 Cars—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
GENERAL MOTORS	89,110	105,620	126,599	321,329	135,475	120,452	132,067	709,323	108,682	109,300	118,711	1,046,016	130,999	121,234	139,441	1,437,690
Chevrolet	41,154	47,977	65,937	155,068	65,755	61,810	66,283	348,916	53,549	47,841	54,345	504,651	61,988	57,463	71,889	695,991
Buick	16,597	20,599	20,544	57,740	24,513	20,624	23,013	125,890	19,973	24,722	26,521	197,106	27,063	22,696	20,965	267,830
Pontiac	14,157	17,282	19,106	50,545	21,288	18,384	19,910	110,127	17,097	15,167	18,071	160,462	20,283	18,968	23,302	223,015
Oldsmobile	12,639	15,687	16,615	44,941	18,276	15,025	17,459	95,701	13,721	16,054	16,087	141,563	17,419	15,533	16,903	191,418
Cadillac	4,563	4,075	4,397	13,035	5,643	4,609	5,402	28,689	4,342	5,516	3,687	42,234	4,246	6,574	6,382	59,436
CHRYSLER	52,534	57,792	67,218	177,544	68,317	54,781	68,296	368,938	60,300	61,707	72,677	563,622	53,546	67,355	90,445	774,968
Plymouth	25,073	29,044	32,127	86,244	32,114	26,094	31,316	175,768	22,073	28,222	33,268	259,331	20,207	30,614	43,537	353,689
Dodge	14,922	15,966	18,533	49,421	19,646	16,586	20,943	106,596	21,327	17,976	21,483	167,382	17,627	20,112	26,316	231,437
Chrysler	7,769	7,567	9,617	24,953	9,496	6,956	9,471	50,876	9,406	8,998	10,109	79,389	9,017	9,347	11,662	109,415
DeSoto	4,770	5,215	6,941	16,926	7,061	5,145	6,566	35,698	7,494	6,511	7,817	57,520	6,695	7,282	8,930	80,427
FORD	63,578	59,004	59,371	181,953	63,888	62,579	55,687	364,107	60,428	42,346	67,373	534,254	79,247	66,515	75,536	755,552
Ford	50,073	46,543	46,508	143,124	50,342	50,244	44,704	288,414	48,146	40,351	52,590	429,501	60,878	52,001	59,285	601,665
Mercury	10,925	10,104	10,223	31,252	10,885	9,782	8,464	60,383	10,101	1,416	12,021	83,921	15,261	11,968	13,462	124,612
Lincoln	2,580	2,357	2,640	7,577	2,661	2,553	2,519	15,310	2,181	579	2,762	20,832	3,108	2,546	2,789	29,275
KAISER-FRAZER	7,141	5,500	6,293	18,934	7,846	10,387	12,039	49,206	13,213	12,874	16,535	91,828	18,701	17,008	16,953	144,490
Frazer	2,397	1,870	3,024	7,291	4,429	7,364	7,611	26,695	6,440	6,594	8,245	47,974	8,439	8,309	7,303	72,025
Kaiser	4,744	3,630	3,269	11,643	3,417	3,023	4,428	22,511	6,773	6,280	8,290	43,854	10,262	8,699	9,650	72,465
STUDEBAKER	10,430	9,848	10,723	31,001	9,846	10,328	10,106	61,281	10,763	3,557	11,282	86,883	12,922	11,068	12,769	123,642
NASH	8,591	9,281	11,469	29,341	10,969	8,908	10,522	59,740	7,116	8,325	8,677	83,858	9,187	9,713	10,557	113,315
HUDSON	10,314	10,241	10,906	31,461	9,760	10,605	10,026	61,852	11,453	8,689	5,687	87,681	759	4,163	8,259	100,862
PACKARD	2,785	3,336	4,686	10,807	4,000	3,414	4,318	22,539	5,343	4,077	5,302	37,261	5,475	4,368	5,169	52,273
WILLYS	2,534	2,123	3,136	7,793	2,829	2,745	2,478	15,845	2,752	2,540	2,955	24,092	2,989	2,879	3,325	33,285
CROSLEY	1,640	1,590	1,452	4,682	1,245	1,443	1,489	8,859	1,368	1,809	1,986	14,022	2,245	1,318	2,003	19,588
TOTAL CARS, U. S.	248,657	264,335	301,853	814,845	314,175	285,642	307,028	1,721,690	281,418	255,224	311,185	2,569,517	316,070	305,621	364,457	3,555,665

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1947 Trucks—U. S. Production Totals, Makes and Months

	January	February	March	First Quarter Total	April	May	June	First Half Total	July	August	September	Third Quarter Total	October	November	December	Grand Total
CHEVROLET	22,821	37,096	35,170	95,087	24,433	2,827	15,140	137,487	24,078	27,513	34,521	223,599	36,511	37,077	38,160	335,347
FORD	26,445	24,508	25,148	76,101	27,135	26,394	24,404	154,034	26,032	14,077	25,790	219,933	19,758	709	7,432	247,832
DODGE	13,582	13,101	13,983	40,666	15,437	15,381	14,977	86,461	15,974	9,541	14,078	126,054	15,312	12,263	9,663	163,292
INTERNATIONAL	10,910	11,162	13,439	35,511	13,564	12,602	13,168	74,845	13,199	12,572	13,593	114,209	11,825	12,546	14,429	153,009
WILLYS	7,862	6,234	6,993	21,089	8,175	8,161	6,954	44,379	5,601	4,908	7,788	62,676	7,332	7,160	9,020	86,188
STUDEBAKER	5,832	5,111	5,702	16,645	5,536	5,667	5,256	33,104	5,911	4,743	5,699	49,457	6,256	5,709	6,387	67,809
GMC	4,764	7,255	5,313	17,332	7,519	6,508	2,997	34,356	1,200	2,631	6,508	44,695	8,081	6,787	7,861	67,424
MACK	1,633	1,728	1,473	4,834	1,777	2,054	1,831	10,496	1,732	1,756	1,609	15,593	2,081	1,393	1,801	20,868
REO	1,855	1,726	1,961	5,542	2,421	2,043	1,798	11,804	489	909	2,006	15,208	2,439	2,213	2,419	22,279
WHITE	1,549	1,632	1,642	4,823	1,829	1,193	1,784	9,629	1,189	1,741	1,901	14,460	1,676	1,577	1,669	19,382
DIAMOND T	1,321	1,230	1,508	4,059	1,552	1,133	1,272	8,016	1,392	1,380	1,340	12,128	1,515	1,203	1,357	16,203
FEDERAL	630	876	767	2,273	742	845	902	4,762	803	759	1,037	7,361	1,228	813	712	10,114
HUDSON	538	516	407	1,461	301	524	59	2,345	261	312	....	2,918	....	....	....	2,918
CROSLEY	13	4	237	254	340	432	235	1,261	226	381	428	2,296	389	227	143	3,055
MISCELLANEOUS	1,223	1,531	1,824	4,578	1,986	1,762	2,186	10,512	2,227	1,962	2,017	16,718	2,144	1,649	1,743	22,254
TOTAL TRUCKS, U. S.	100,978	113,710	115,567	330,255	112,747	87,526	92,963	623,491	100,314	85,185	118,315	927,305	116,547	91,326	102,796	1,237,974

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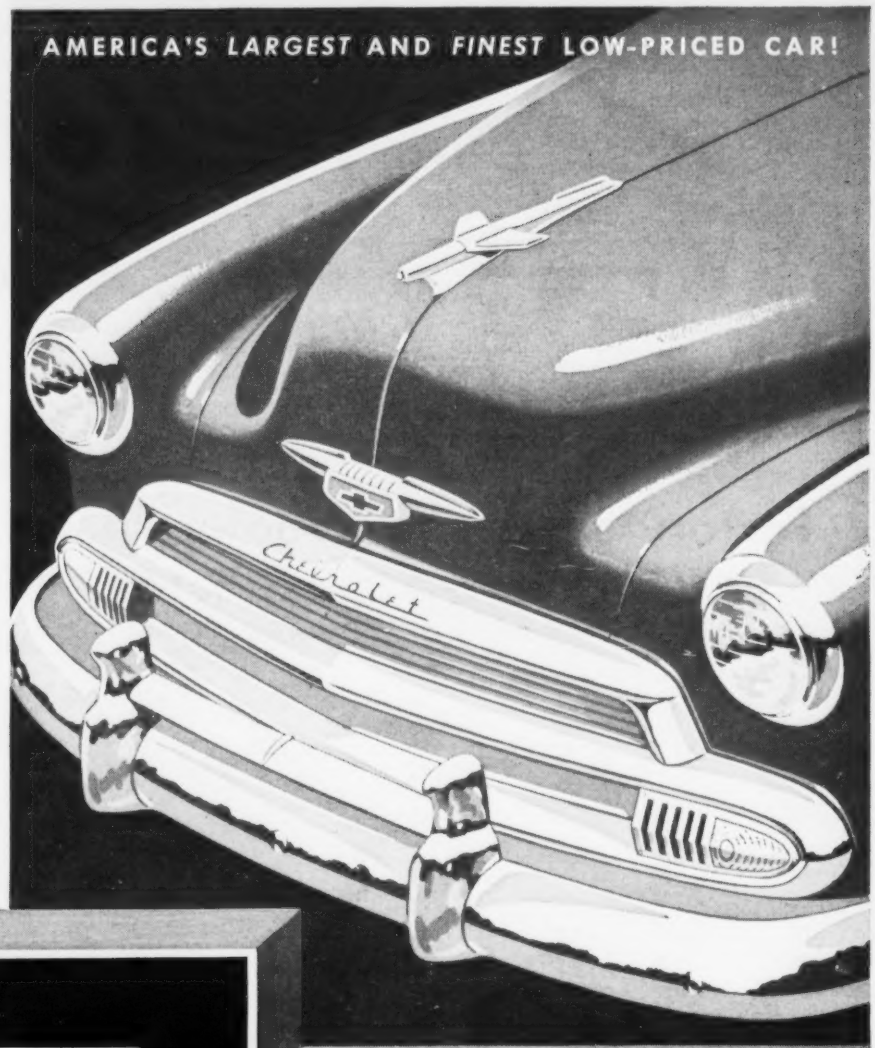

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ADVANCE-DESIGN TRUCKS—FIRST IN DEMAND—VALUE—SALES!

CHEVROLET MOTOR DIVISION, *General Motors Corporation*, DETROIT 2, MICHIGAN

Factory Sales and Wholesale Value—United States Plants

	PASSENGER CARS Number	PASSENGER CARS Value‡	MOTOR TRUCKS & BUSES Number†	MOTOR TRUCKS & BUSES Value†	TOTAL Number	TOTAL Value
1900	4,192	$ 4,899,443	.....	$	4,192	$ 4,899,443
1901	7,000	8,183,000	.....	.....	7,000	8,183,000
1902	9,000	10,395,000	.....	.....	9,000	10,395,000
1903	11,235	13,000,000	.....	.....	11,235	13,000,000
1904	22,130	23,357,692	700	1,272,747	22,830	24,630,439
1905	24,250	38,670,000	750	1,330,000	25,000	40,000,000
1906	33,200	61,460,000	800	1,440,000	34,000	62,900,000
1907	43,000	91,620,000	1,000	1,780,000	44,000	93,400,000
1908	63,500	135,250,000	1,500	2,550,000	65,000	137,800,000
1909	123,990	159,765,721	3,297	5,333,683	127,287	165,099,404
1910	181,000	215,340,000	6,000	9,660,000	187,000	225,000,000
1911	199,319	225,000,000	10,681	21,000,000	210,000	246,000,000
1912	356,000	335,000,000	22,000	43,000,000	378,000	378,000,000
1913	461,500	399,902,000	23,500	44,000,000	485,000	443,902,000
1914	548,139	420,838,378	24,900	44,219,096	573,039	465,057,474
1915	895,930	575,978,000	74,000	125,800,000	969,930	701,778,000
1916	1,525,578	921,378,000	92,130	161,000,000	1,617,708	1,082,378,000
1917	1,745,792	1,053,505,781	128,157	220,982,668	1,873,949	1,274,488,449
1918	943,436	801,937,925	227,250	434,168,992	1,170,686	1,236,106,917
1919	1,651,625	1,365,395,415	224,731	371,422,820	1,876,356	1,736,818,235
1920	1,905,560	1,809,170,963	321,789	423,249,410	2,227,349	2,232,420,373
1921	1,468,067	1,038,191,037	148,052	166,070,810	1,616,119	1,204,261,847
1922	2,274,185	1,494,513,991	269,991	226,049,658	2,544,176	1,720,563,649
1923	3,624,717	2,196,272,116	409,295	308,537,929	4,034,012	2,504,810,045
1924	3,185,881	1,970,096,559	416,659	318,580,580	3,602,540	2,288,677,139
1925	3,735,171	2,458,370,026	530,659	458,400,277	4,265,830	2,916,770,303
1926	3,783,987	2,640,064,519	516,947	452,123,435	4,300,934	3,092,187,954
1927	2,936,533	2,164,670,891	464,793	420,130,624	3,401,326	2,584,801,515
1928	3,815,417	2,576,489,623	543,342	437,132,258	4,358,759	3,013,621,881
1929	4,587,400	2,847,118,562	771,020	566,029,644	5,358,420	3,413,148,206
1930	2,784,745	1,645,398,523	571,241	389,436,690	3,355,986	2,034,835,213
1931	1,973,090	1,111,273,774	416,648	262,417,542	2,389,738	1,373,691,316
1932	1,135,491	618,291,168	235,187	136,193,336	1,370,678	754,484,504
1933	1,573,512	762,736,512	346,545	186,069,314	1,920,057	948,805,826
1934	2,177,919	1,147,116,195	575,192	320,143,667	2,753,111	1,467,259,862
1935	3,252,244	1,709,425,904	694,690	379,407,751	3,946,934	2,088,833,655
1936	3,669,528	2,015,646,217	784,587	462,820,474	4,454,115	2,478,466,691
1937	3,915,889	2,243,732,380	893,085	534,494,873	4,808,974	2,778,227,253
1938	2,000,985	1,236,802,411	488,100	334,147,530	2,489,085	1,570,949,941
1939	2,866,796	1,765,189,067	710,496	494,829,231	3,577,292	2,260,018,298
1940	3,717,385	2,370,654,083	754,901	567,820,414	4,472,286	2,938,474,497
1941	3,779,682	2,567,205,996	1,060,820	1,069,799,855	4,840,502	3,637,005,851
1942	222,862	163,813,559	818,662	1,427,456,801	1,041,524	1,591,270,360
1943	139	101,799	699,689	1,451,794,475	699,828	1,451,896,274
1944	610	446,704	737,524	1,700,928,939	738,134	1,701,375,643
1945	69,532	57,254,655	655,683	1,181,955,532	725,215	1,239,210,187
1946	2,148,699	1,979,781,084	940,851	1,043,247,276	3,089,550	3,023,028,360
1947	3,558,178	3,963,896,000	1,239,642	1,709,843,000	4,797,820	5,673,739,000
1948	3,909,270	4,853,402,000	1,376,155	1,858,210,000	5,285,425	6,711,612,000
1949	5,119,466	6,768,418,000	1,134,136	1,407,435,000	6,253,602	8,175,853,000
1950*	6,665,863	8,800,000,000	1,337,170	1,650,000,000	8,003,033	10,450,000,000
TOTALS	94,708,619	$73,836,420,673	21,704,947	$23,833,716,331	116,413,566	$97,670,137,004

*Preliminary estimate.

NOTES: Military vehicles included during war years.

Prior to 1940 station wagons, ambulances, funeral cars and some school buses built on passenger-car chassis are included with motor trucks. In 1940 and later years such vehicles built on passenger-car chassis are included with passenger cars, but the number of units involved was relatively small.

Federal excise taxes excluded in all years.

†A substantial part of the trucks reported comprises chassis only, without bodies; hence, the value of bodies for these chassis is not included.
‡Actual values of passenger-car factory sales for 1943 and 1944 are not available. Value figures shown are approximations based on the average value per unit in 1942. While production of passenger cars ended in February, 1942, some vehicles remained in factory stocks to be sold under rationing orders in 1942-45.

Source: Automobile Manufacturers' Association.

Annual Percentage Change in Production Of Cars and Trucks

(United States and Canada)

Year	Passenger Cars	Motor Trucks	Total	Year	Passenger Cars	Motor Trucks	Total
1920	15.0%	16.6%	15.1%	1933	37.2 %	46.2 %	38.7 %
1921	—19.7%	—52.3%	—24.4%	1934	39.5 %	67.2 %	44.5 %
1922	55.0%	81.0%	57.2%	1935	49.1 %	22.2 %	43.6 %
1923	58.4%	53.9%	58.0%	1936	12.3 %	1.05%	12.1 %
1924	—12.0%	1.8%	—10.6%	1937	7.1 %	15.8 %	8.7 %
1925	17.2%	28.3%	18.5%	1938	—47.7 %	—44.0 %	—47.2 %
1926	2.0%	—0.04%	1.8%	1939	40.0 %	42.8 %	40.6 %
1927	—21.9%	—10.7%	—20.5%	1940	27.8 %	17.5 %	25.7 %
1928	30.1%	18.5%	28.5%	1941	.9 %	42.7 %	8.8 %
1929	19.5%	40.4%	22.2%	1946	—41.45%	2.88%	—32.63%
1930	—39.3%	—27.4%	—37.6%	1947	64.94%	31.62%	54.82%
1931	—29.9%	—27.6%	—29.6%	1948	10.00%	10.26%	10.07%
1932	—41.8%	—43.5%	—42.1%	1949	30.86%	—17.09%	18.45%
				1950	30.84%	17.13%	28.26%

(—) means decrease.

(Compiled by Automobile Manufacturers Assn.)

Production Versus Registrations By Makes for 1950

Passenger Cars

	Total 1950 Production	Percent of Total Production	Percent of Production Registered	Total 1950 Registrations	Percent of Total 1950 Registrations
CHRYSLER	1,188,160	17.84	93.74	1,113,794	17.60
Chrysler	164,697	2.47	91.85	151,300	2.39
DeSoto	126,664	1.90	90.81	115,023	1.82
Dodge	326,928	4.91	91.80	300,104	4.74
Plymouth	569,871	8.56	96.05	547,367	8.65
FORD	1,556,686	23.38	97.56	1,518,653	24.00
Ford	1,187,120	17.83	98.23	1,166,118	18.43
Lincoln	35,485	.53	96.71	34,318	.54
Mercury	334,081	5.02	95,25	318,217	5.03
GENERAL MOTORS	3,048,357	45.78	94.19	2,871,078	45.38
Buick	552,827	8.30	96.93	535,807	8.47
Cadillac	110,535	1.66	92.12	101,825	1.61
Chevrolet	1,520,583	22.84	93.42	1,420,399	22.45
Oldsmobile	396,757	5.96	93.89	372,519	5.89
Pontiac	467,655	7.02	94.20	440,528	6.96
KAISER-FRAZER	146,911	2.21	76.27	112,055	1.77
Frazer	10,217	.15	116.31	11,884	.19
Kaiser	136,694*	2.06*	73.28	100,171*	1.58*
CROSLEY	7,552	.11	91.31	6,896	.11
HUDSON	143,006	2.15	93.85	134,219	2.12
NASH	189,543	2.85	92.71	175,722	2.78
PACKARD	72,098	1.08	101.47	73,155	1.16
STUDEBAKER	268,145	4.03	100.04	268,229	4.24
WILLYS	38,052	.57	89.16	33,926	.54
TOTALS	6,658,510	100%	95.01	6,326,438‡	

*Includes Henry J. ‡Includes miscellaneous registrations.

Commercial Cars

	Total 1950 Production	Percent of Total Production	Percent of Production Registered	Total 1950 Registrations	Percent of Total 1950 Registrations
CHEVROLET	494,575	36.80	83.81	414,496	36.29
CROSLEY	569	.04	74.16	422	.04
DIVCO	4,807	.36	89.64	4,309	.38
DODGE	127,490	9.49	78.21	99,716	8.73
FEDERAL	1,907	.14	77.03	1,469	.13
FORD	345,800	25.73	91.35	315,912	27.66
GMC	110,528	8.22	87.94	97,200	8.51
INTERNATIONAL	106,418	7.92	91.92	97,818	8.56
MACK	12,510	.93	79.20	9,908	.87
REO	9,368	.70	41.37	3,876	.34
STUDEBAKER	50,323	3.74	91.17	45,881	4.02
WHITE	14,638	1.09	82.36	12,050	1.05
WILLYS	48,906	3.64	50.38	24,640	2.16
MISCELLANEOUS	16,084	1.20	90.85	14,610	1.26
TOTALS	1,343,923	100%	85.06	1,142,307	100%

Each Maker's Share of '50-'49 Commercial Car Output

(U. S. Production Only)

	Total Output, 1950	Pct. of 1950 Total	Total Output, 1949	Pct. of 1949 Total
CHEVROLET	494,575	36.80	383,543	33.89
CROSLEY	569	.04	375	.03
DIVCO	4,807	.36	3,632	.32
DODGE	127,490	9.49	150,313	13.28
FEDERAL	1,970	.15	1,649	.15
FORD	345,800	25.74	244,613	21.62
GMC	110,528	8.23	83,840	7.41
INTERNATIONAL	106,418	7.92	110,572	9.77
MACK	12,510	.93	8,030	.71
REO	9,368	.70	3,600	.32
STUDEBAKER	50,323	3.74	64,473	5.61
WHITE	14,638	1.08	8,707	.77
WILLYS	48,906	3.63	49,973	4.42
MISCELLANEOUS	16,084	1.20	19,375	1.70
Total Trucks, U. S.	1,343,923	100.00	1,131,695	100.00

Each Maker's Share of '50-'49 Passenger Car Output

(U. S. Production Only)

	Total Output, 1950	Pct. of 1950 Total	Total Output, 1949	Pct. of 1949 Total
CHRYSLER CORP.	1,188,160	17.84	1,117,532	21.83
Chrysler	164,697	2.47	142,126	2.78
DeSoto	126,664	1.90	106,941	2.09
Dodge	326,928	4.91	296,497	5.79
Plymouth	569,871	8.56	571,968	11.17
FORD MOTOR CO.	1,556,686	23.38	1,077,641	21.05
Ford	1,187,120	17.83	841,170	16.43
Lincoln	35,485	0.53	33,132	.65
Mercury	334,081	5.02	203,339	3.97
GENERAL MOTORS	3,048,357	45.78	2,206,825	43.11
Buick	552,827	8.30	398,482	7.78
Cadillac	110,535	1.66	81,545	1.59
Chevrolet	1,520,583	22.84	1,109,958	21.69
Oldsmobile	396,757	5.96	282,885	5.53
Pontiac	467,655	7.02	333,955	6.52
KAISER-FRAZER	146,911	2.21	57,996	1.13
Frazer	10,217	.15	6,462	.12
Kaiser	136,694*	2.06	51,534	1.01
CROSLEY	7,552	.11	8,946	.17
HUDSON	143,006	2.15	142,462	2.79
NASH	189,543	2.85	142,592	2.79
PACKARD	72,098	1.08	104,593	2.04
STUDEBAKER	268,145	4.03	227,783	4.45
WILLYS	38,052	.57	32,784	.64
Total Cars, U. S.	6,658,510	100.00	5,119,154	100.00

*Includes Henry J. —Automotive News estimates

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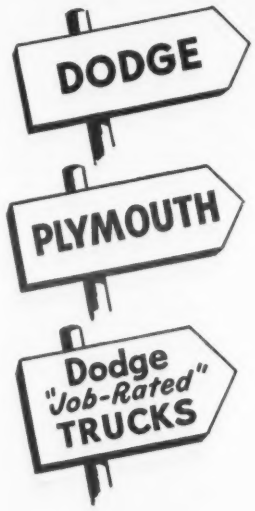

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DODGE DIVISION, CHRYSLER CORPORATION • 7900 JOS. CAMPAU • DETROIT 11, MICHIGAN

Motor Vehicle Manufacture and Use, 1904 to 1950

	MOTOR VEHICLE PRODUCTION (FACTORY SALES)								MOTOR VEHICLE REGISTRATIONS				
	Passenger Cars		Motor Trucks		Total		Replacement Parts Wholesale Value, Domestic Market	Motor Dealers, Vehicle Number (Yr. End)	Passenger Cars	Motor Trucks	Total	Vehicle Miles Traveled (000,000 omitted)	Special Motor Use Tax (000 omitted)
	Number	Wholesale Value (000 omit'd)	Number	Wholesale Value	Number	Wholesale Value							
1904	22,130	$ 23,357	700	$ 1,272,000	22,830	$ 24,630,000	.....	.....	54,500	700	55,290	.....	.....
1909	123,990	159,765	3,297	5,333,000	127,287	165,099,000	.....	8,402	305,950	6,050	312,000	.....	.....
1914	548,139	420,838	24,900	44,219,000	573,039	465,057,000	.....	17,353	1,664,003	99,015	1,763,018	.....	.....
1919	1,651,625	1,365,395	224,731	371,422,000	1,876,356	1,736,818,000	.....	30,771	6,679,133	897,755	7,576,888	.....	.....
1920	1,905,560	1,809,170	321,789	423,249,000	2,227,349	2,232,420,000	.....	.....	8,131,522	1,107,639	9,239,161	.....	.....
1921	1,468,067	1,038,191	148,052	166,070,000	1,616,199	1,204,261,000	.....	.....	9,212,158	1,281,508	10,493,666	55,000	$ 275
1922	2,274,185	1,494,513	269,991	226,049,000	2,544,176	1,720,563,000	.....	.....	10,704,076	1,569,523	12,273,599	.....	331
1923	3,624,717	2,196,272	409,295	308,537,000	4,034,012	2,504,810,000	.....	.....	13,253,019	1,849,086	15,102,105	.....	440
1924	3,185,881	1,970,096	416,659	318,580,000	3,602,540	2,288,677,000	.....	46,072	15,436,102	2,176,838	17,612,940	.....	507
1925	3,735,171	2,458,370	530,659	458,400,000	4,254,830	2,916,770,000	.....	.....	17,439,701	2,483,215	19,940,724	.....	597
1926	3,783,987	2,640,064	516,947	452,123,000	4,300,934	3,092,187,000	.....	.....	19,220,885	2,807,354	22,052,559	141,000	622
1927	2,936,533	2,164,670	464,793	420,130,000	3,401,326	2,584,801,000	.....	.....	20,142,120	2,969,780	23,139,559	.....	676
1928	3,815,417	2,576,489	543,342	437,132,000	4,358,759	3,013,621,000	.....	51,471	21,308,159	3,171,542	24,511,683	.....	717
1929	4,587,500	2,847,118	771,020	566,029,000	5,358,420	3,413,148,000	.....	42,488	23,060,421	3,408,088	26,502,508	.....	849
1930	2,784,745	1,645,398	571,241	389,436,000	3,355,985	2,034,835,000	.....	48,658	22,972,745	3,518,747	26,531,999	.....	924
1931	1,973,090	1,111,273	416,648	262,417,000	2,389,738	1,373,691,000	.....	43,708	22,330,402	3,489,756	25,862,038	216,000	960
1932	1,135,491	618,291	235,187	136,193,000	1,370,678	754,484,000	.....	39,370	20,832,357	3,256,776	24,132,609	.....	990
1933	1,573,512	762,736	346,545	186,069,000	1,920,057	948,805,000	$ 234,000,000	35,265	20,586,284	3,245,505	23,876,707	.....	1,126
1934	2,177,919	1,147,116	575,192	320,143,000	2,753,111	1,467,259,000	300,000,000	37,238	21,472,078	3,430,396	24,954,004	.....	1,199
1935	3,252,244	1,709,425	694,690	379,407,000	3,946,934	2,088,833,000	373,000,000	41,201	22,494,884	3,675,865	26,229,743	.....	1,299
1936	3,669,528	2,015,646	784,587	462,820,000	4,454,115	2,478,466,000	454,000,000	43,461	24,108,236	4,001,464	28,172,318	252,000	1,458
1937	3,915,889	2,243,732	893,085	534,494,000	4,808,974	2,778,227,000	462,000,000	46,224	25,390,773	4,249,219	29,706,158	270,000	1,605
1938	2,000,985	1,236,802	488,100	334,147,000	2,489,085	1,570,949,000	361,000,000	41,992	25,167,030	4,210,477	29,442,705	271,000	1,550
1939	2,866,796	1,765,189	710,496	494,829,000	3,577,292	2,260,018,000	460,000,000	41,870	26,139,526	4,406,702	30,615,087	285,000	1,693
1940	3,717,385	2,370,654	754,901	567,820,000	4,472,286	2,938,474,000	553,000,000	41,790	27,372,397	4,590,386	32,035,424	302,000	1,872
1941	3,779,682	2,567,205	1,060,820	1,069,799,000	4,840,502	3,637,005,000	718,000,000	40,537	29,524,101	4,859,244	34,472,145	333,000	2,185
1942	222,862	163,813	818,662	1,427,456,000	1,041,524	1,591,270,000	472,000,000	34,270	27,868,746	4,608,086	32,578,925	267,000	2,068
1943	139	101	699,689	1,451,794,000	699,828	1,451,896,000	528,000,000	33,000	25,912,730	4,480,176	30,499,608	207,000	1,658
1944	610	446	737,524	1,700,928,000	738,134	1,701,375,000	789,000,000	31,930	25,466,331	4,513,340	30,086,189	212,000	1,715
1945	69,532	57,254	655,683	1,181,955,000	725,215	1,239,210,000	1,012,000,000	32,439	25,691,434	4,834,742	30,638,429	249,000	1,924
1946	2,148,699	1,979,781	940,851	1,043,247,000	3,089,550	3,023,028,000	1,753,000,000	36,354	28,100,188	5,725,692	33,945,817	341,000	2,564
1947	3,558,178	3,963,896	1,239,642	1,709,843,000	4,797,820	5,673,739,000	2,353,000,000	40,410	30,718,852	6,512,628	37,360,463	371,000	3,057
1948	3,909,270	4,853,402	1,376,155	1,828,210,000	5,285,425	6,711,612,000	2,553,000,000	43,004	33,261,454	7,227,380	40,622,264	398,000	3,442
1949	5,119,466	6,768,418	1,134,136	1,407,435,000	6,253,602	8,175,853,000	1,895,000,000	49,173	35,491,000	7,088,000	42,579,000	N.A.	3,845
1950*	6,665,863	8,800,000	1,337,170	1,650,000,000	8,003,033	10,450,000,000	2,000,000,000	46,821	35,922,286	7,577,037	43,499,323	N.A.	4,480

*Preliminary figures.

Source: Automobile Manufacturers Assn.

Vehicle Factory Sales from Plants in U. S. and Canada

	PLANTS IN UNITED STATES				PLANTS IN CANADA (Including Imports from U. S.)			U. S. and Canada Net Total
	U. S. Total	Exports to Canada	Other Exports	Net U. S. Markets	Canada Total	Exports	Canadian Market	
PASSENGER CARS:								
December, 1949	292,009	97	7,815	284,097	18,632	1,371	17,261	310,544
12 Months, 1949	5,119,446	3,284	152,857	4,963,325	195,741	16,796	178,945	5,311,923
January, 1950	487,824	188	12,141	475,495	21,111	1,301	19,810	508,747
February	385,361	179	7,997	377,185	22,639	1,452	21,187	407,821
March	469,618	192	8,307	461,119	22,112	1,479	20,633	491,538
April	455,193	161	8,508	446,524	19,031	1,674	17,357	474,063
May	575,518	254	12,145	563,119	24,902	2,540	22,362	600,166
June	720,688	313	17,440	702,935	29,997	2,234	27,763	750,372
July	595,067	286	13,712	581,069	29,036	2,470	26,566	623,817
August	682,782	180	13,052	669,550	17,539	1,128	16,411	700,141
September	616,827	149	14,255	602,423	27,426	2,730	24,696	644,104
October	651,169	415	15,210	635,544	26,193	2,690	23,503	676,947
November	504,445	784	12,806	490,855	24,062	1,987	22,075	527,723
December	521,136	285	13,883	506,968	23,720	2,459	21,261	544,571
12 Months 1950	6,665,628	3,386	149,456	6,512,786	287,768	24,144	263,624	6,950,010
MOTOR TRUCKS:								
December, 1949	66,698	211	5,703	60,784	7,508	1,090	6,418	73,995
12 Months, 1949	1,128,625	2,232	128,785	997,608	99,561	13,324	86,237	1,225,954
January, 1950	93,319	309	8,636	84,374	7,897	784	7,113	100,907
February	89,971	120	8,912	80,939	7,767	701	7,066	97,618
March	110,845	124	10,910	99,811	8,205	464	7,741	118,926
April	103,850	194	10,362	93,294	7,689	608	7,081	111,345
May	120,963	139	11,827	108,997	10,718	968	9,750	131,542
June	135,329	134	14,962	120,233	11,631	1,057	10,574	146,826
July	111,238	146	12,489	98,603	11,465	804	10,661	122,557
August	134,884	149	13,432	121,303	6,951	492	6,459	141,686
September	105,592	105	12,109	93,378	10,773	788	9,985	116,260
October	108,844	161	11,567	97,116	9,757	952	8,805	118,440
November	98,538	251	17,455	80,832	7,058	1,117	5,941	105,345
December	118,874	326	15,032	103,516	7,472	428	7,044	126,020
12 Months 1950	1,332,247	2,158	147,693	1,182,396	107,383	9,163	98,220	1,437,472
MOTOR COACHES:								
December, 1949	369	4	12	353	19	.....	19	384
12 Months, 1949	5,511	117	500	4,894	401	.....	401	5,795
January, 1950	219	1	24	194	6	.....	6	224
February	133	5	.....	128	26	.....	26	154
March	199	....	29	170	17	.....	17	216
April	268	1	33	234	30	.....	30	297
May	412	2	87	323	43	.....	43	453
June	598	....	249	349	57	.....	57	655
July	397	1	105	291	31	.....	31	427
August	457	....	83	374	51	.....	51	508
September	423	....	78	345	51	.....	51	474
October	553	3	48	502	10	.....	10	560
November	584	2	75	507	28	.....	28	610
December	664	5	58	601	34	.....	34	693
12 Months 1950	4,907	20	869	4,018	384	.....	384	5,271
TOTAL MOTOR VEHICLES:								
December, 1949	359,076	312	13,530	345,234	26,159	2,461	23,698	384,923
12 Months, 1949	6,253,602	5,633	282,142	5,965,827	295,703	30,120	265,583	6,543,672
January, 1950	581,362	498	20,801	560,603	29,014	2,085	26,929	609,878
February	475,465	304	16,909	458,252	30,432	2,153	28,279	505,593
March	580,662	316	19,246	561,100	30,334	1,943	28,391	610,680
April	559,311	356	18,903	540,052	26,750	2,282	24,468	585,705
May	696,893	395	24,059	672,439	35,663	3,508	32,155	732,161
June	856,615	447	32,651	823,517	41,685	3,291	38,394	897,853
July	706,702	433	26,306	679,963	40,532	3,274	37,258	746,801
August	818,123	329	26,567	791,227	24,541	1,620	22,921	842,335
September	722,842	254	26,442	696,146	38,250	3,518	34,732	760,838
October	760,566	579	26,825	733,162	35,960	3,642	32,318	795,947
November	603,567	1,037	30,336	572,194	31,148	3,104	28,044	633,678
December	640,674	616	28,973	611,085	31,226	2,887	28,339	671,284
12 Months 1950	8,002,782	5,564	298,018	7,699,200	395,535	33,307	362,228	8,392,753

Source: Automobile Manufacturers Assn.

State Size and Weight Restrictions

June 1, 1950

STATE	HEIGHT	LENGTH: Single Unit	LENGTH: Tractor Semitrailer	LENGTH: Combination	Maximum Axle Load in pounds	Maximum* Gross Weight in Pounds: Tractor Semitrailer: Single Axle	Tractor Semitrailer: Tandem	Combinations
Ala.	12' 6" [6]	35	45	N. P.	18,000 S	45,000	56,000	N. P.
Ariz.	13' 6"	40	65	65	18,000	45,000	68,000[1]	76,800
Ark.	12' 6"	35	50	60	18,000	45,000	55,980	64,650
Calif.	13' 6"	35	60[2]	60	18,000	45,000	68,000[1]	76,800
Colo.	12' 6"	35	60	60	18,000	45,000	68,000[1]	76,000
Conn.	12' 6"	45	45	N. P.	22,400	50,000	50,000	N. P.
Dela.	12' 6"	35	50	60	20,000[3]	48,000	60,000	60,000
D. C.	12' 6"	35	50	50	22,000	52,000	65,400	65,400
Fla.	12' 6" [6]	40[7]	50	50	18,000	45,000	64,650	64,650
Ga.	13' 6"	35	45	45	18,000	45,000	56,000	56,000
Idaho	14'	35	60	65	18,000	45,000	68,000[1]	72,000
Ill.	13' 6"	42	45	45	18,000	45,000	59,000	72,000
Ind.	12' 6"[6]	36	50	50	18,000	45,000	72,000[1]	72,000
Iowa	12' 6"	35	45[2]	45	18,000	45,000	60,800[1]	60,800
Kans.	12' 6" [6]	35	50	50	18,000	45,000	63,890[1]	63,890
Ky.	12' 6"	35	45	N. P.	18,000	42,000 D	42,000 D	N. P.
La.	12' 6"	35	50	60	18,000	36,000[13]	64,000[13]	68,000[1]
Me.	12' 6"	45	45	45[4]	22,000	50,000	50,000	50,000
Md.	N. S.	55	55	55	22,400[5]	52,800	63,750[1]	67,500
Mass.	N. S.	35	45	N. P.	22,400	50,000	50,000	N. P.
Mich.	12' 6" [6]	35	50	50	18,000	45,000	67,000[1]	110,000
Minn.	12' 6"	40	45	45	18,000	45,000	60,000[1]	60,000
Miss.	12' 6"	35	45	45	18,000	45,000	52,650	52,650
Mo.	12' 6"	35	45	45	18,000	42,000	56,000	56,000
Mont.	13' 6"	35	60	60	18,000	45,000	71,900[1]	73,280
Nebr.	12' 6"	35	50	50	18,000	45,000	64,650[1]	64,650
Nev.	N. S.	N. R.	N. R.	N. R.	18,000	45,000	69,600[1]	76,800
N. H.	13' 6"	35	45	45	22,000	50,000	50,000	50,000
N. J.	12' 6"	35	45	50	N. S. [8]	60,000	60,000	60,000
**	13' 6"	35	45	50	22,400	60,000	60,000	60,000
N. Mex.	12' 6"	40	65	65	18,000	45,000	65,200[1]	75,000
N. Y.	13'	35	50	50	22,400	52,800	63,750	63,750
N. C.	12' 6"	35	48	48	18,000[9]	44,000[9]	58,800[9]a	58,800[9]a
N. Dak.	12' 6"	35	45	45	18,000	45,000	60,000[1]	60,000
Ohio	12' 6"	35	45[2]	60	19,000	45,000	70,000[2]a	78,000[2]a
Okla.	12' 6" [6]a	35	50	50	18,000	45,000	60,000[1]	60,000
Ore.	11'	35	60[2]	60	18,000	45,000	64,650[1]	72,000
Pa.	12' 6" [6]	35	45	50	20,000	45,000	45,000	62,000
R. I.	12' 6"	35	45	45	22,400	50,000	50,000	80,000
**		40	50	50	22,400	56,000	56,000	60,000
S. C.	12' 6"	40[7]	50	50	20,000[11]	52,800[11]	71,115[11]	71,115[11]
S. Dak.	13'	35	50	50	18,000	45,000	64,650[1]	64,650
Tenn.	12' 6"	35	45	45	18,000	42,000	42,000	42,000
Tex.	13' 6"	35	45[2]	45	18,000	45,000	48,000	48,000
Utah	14'	45	60[2]a	60	18,000	45,000	72,250[1]	79,900
Vt.	12' 6"	50	50	50	N. S.	50,000	50,000	50,000
Va.	12' 6" [6]	35	45	45[10]	16,000[12]	35,000[12]	35,000[12]	35,000[12]
Wash.	12' 6"	35	60[2]b	60	18,000	45,000	68,000[1]	72,000
W. Va.	12' 6"	35	45	45	18,000 to 22,000	40,000 to 52,000	80,000[1]	80,000
Wis.	12' 6"	35	45	45	19,000	46,000	66,000[1]	66,000
Wyo.	12' 6"	40	60	60	18,000	45,000	65,800[1]	73,950

FOOTNOTES:

* — Maximum practical gross (see 3rd paragraph of explanatory remarks)
** — N. J. — effective 1-1-51
** — R. I. — effective 11-1-50
D — On designated highways
T — Temporary
N. R. — No restriction
N. P. — Not permitted
N. S. — Not specified
S — Based on tire size

1. — Computation based on three-axle tractor tandem axle semitrailer.
2. — Trailers limited to 35 feet. 2a. — Trailers limited to 45 feet. 2b. — Trailers limited to 40 feet.
3. — Tandem axles limited to 18,000 pounds each axle.
4. — Height and length limits subject to 1 foot 6 inches tolerance.
5. — Tandem axles limited to 18,000 pounds each axle if less than 50 inches apart.
5a. — Based on tandem axles spaced more than four feet apart.
6. — Auto transporters allowed 13 feet 6 inches. 6a. — Auto transporters allowed 13 feet.
7. — Vehicles over 35 feet must have three axles.
8. — Restriction is on wheel load and is based on tire size.
9. — Plus 5 percent overload allowance—also truck must have 300 cubic inch motor.
9a. — 350 cubic inch motor.
10. — Exclusive of couplings.
11. — Gross weights include 10 percent tolerance.
12. — Highway department may designate road on which 18,000-pound axle loads and 40,000-pound gross loads are permitted on three-axle vehicles, 50,000 pounds on four or more axles.
13. — Plus weight on front axle.

Source: Truck-Trailer Manufacturers Assn., Inc.

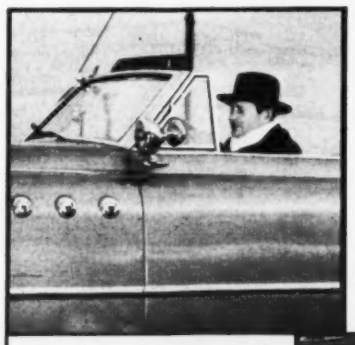
Firestone

PIONEERS AGAIN WITH THE WORLD'S FIRST BLOWOUT-SAFE, PUNCTURE-PROOF, TUBELESS TIRE

Safety-Proved on the Speedway for Your-Protection on the Highway

by Wilbur Shaw

Here is a tire so completely safe that it marks the beginning of a new era in highway safety. Firestone is cooperating with the Government in conserving critical materials, so production of this new tire is limited. But, when the present national emergency ends, you will be able to equip your car with the world's first blowout-safe, puncture-proof, tubeless tire, the ultimate in tire safety, strength, economy and mileage.



This new tire was tested thoroughly in all kinds of service, on all types of roads throughout the country for a long time. Then, Wilbur Shaw, three-time winner of the 500-mile Indianapolis Race and now president of the Indianapolis Speedway, tested it personally on the famous race track.

The tire was purposely damaged before the test so it would blow out. The damaged tire blew out while Wilbur Shaw was traveling 80 miles an hour. There was no sudden swerve, no dangerous tug at the steering wheel and he continued around the track at high speeds, then made a normal stop.

When the car came to a stop after the blowout, the bulk of the air was still contained by an inner diaphragm made of two plies of tire cord and equipped with a safety valve . . . dramatic proof that this new tire is the safest, strongest tire ever built. The tire was also run over sharp spikes to show how it seals punctures.

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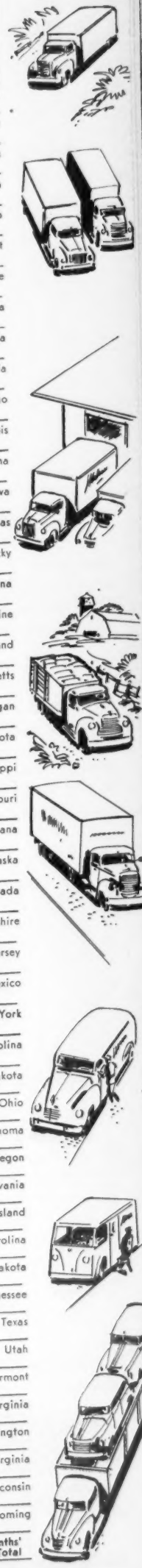
YOUR SAFETY IS OUR BUSINESS AT FIRESTONE

NEW PASSENGER CAR REGISTRATIONS, 12 MONTHS TOTAL, 1950-1949

Car registrations by states are released as completed by R. L. Polk representatives in state capitals.		Chrysler	DeSoto	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	G. M. TOTAL	Frazer	Kaiser	Henry J	K-F TOTAL	Anglia-Prefect	Austin	Crosley	Hudson	Nash	Packard	Studebaker	Willys-Overland	Miscellaneous	TOTAL
Alabama	'50	1300	831	3198	6150	11479	17127	523	4739	22389	6497	824	21152	3751	4967	37191	104	659	152	915	28	6	94	963	1701	571	3327	469	23	79156
	'49	1277	858	3082	6516	11733	12087	547	2942	15576	3377	704	14230	2531	3165	24007	174	579		753	31	2	138	1299	1329	826	2249	319	11	58273
Arizona	'50	664	369	1100	1786	3919	5082	126	1250	6458	2698	389	6158	1502	1594	12341	31	277	66	374	2		36	669	692	277	1574	164	64	26570
	'49	499	397	1015	1955	3866	3861	158	771	4790	1415	390	4636	895	1185	8521	45	140		185	21	1	85	824	723	328	1488	154	9	20995
Arkansas	'50	823	804	2379	4621	8627	9889	190	1994	12073	3610	511	11420	2080	3104	20725	149	713	134	996	15	1	70	626	1135	409	1877	437	12	47003
	'49	770	558	1780	4049	7157	6587	227	1112	7926	2090	377	8006	1467	1887	13827	208	640		848	102	1	48	1016	879	575	1249	385	17	34030
California	'50	15639	11190	20408	39535	86772	89198	3231	27591	120020	44536	11323	111736	32105	35042	234742	614	5531	984	7129	169	1535	378	13135	17205	5157	29557	2024	2176	519999
	'49	10683	10889	19633	37757	78962	62792	3142	15727	81661	29619	8763	79399	22297	28766	168844	751	2635		3386	153	785	809	11434	9973	6187	24924	1666	760	389544
Colorado	'50	1736	899	2938	4917	10490	10143	429	3257	13829	5789	858	12077	3226	3844	25794	94	487	118	699		2	146	2305	2560	736	2012	367	13	58953
	'49	1466	760	2122	4638	8986	6989	436	2076	9501	3360	672	7928	1988	2395	16343	124	385		509	5	12	105	3169	1506	987	1398	241	8	42770
Connecticut	'50	2375	1651	4633	7594	16253	13331	497	4655	18483	7631	1806	17822	5917	6078	39254	142	1088	256	1486	30	192	127	1582	2323	1376	3908	688	395	86097
	'49	1940	1509	3975	7067	14491	9047	525	2282	11854	6172	1633	12775	4467	5198	30245	86	616		702	40	134	146	1732	1947	1490	2954	451	92	66278
Delaware	'50	271	240	776	1209	2496	3333	102	787	4222	1378	298	3963	1197	1552	8388	30	282	46	358		16	25	225	310	175	1094	82	30	17421
	'49	284	222	871	1405	2782	2746	144	581	3471	1033	242	3092	922	961	6250	35	171		206	15	3	33	267	318	230	1005	70	5	14655
Dist of Col.	'50	906	533	1857	3957	7253	5588	283	1596	7467	2591	715	6999	2395	2619	15319	25	195	37	257	44	73	11	704	694	428	1005	121	90	33466
	'49	791	535	1858	3724	6908	4302	285	1166	5753	2214	654	5883	2028	1937	12716	51	166		217	36	55	46	891	700	708	1052	90	37	29209
Florida	'50	2780	1642	5711	9951	20084	20911	1115	8260	30286	10129	2113	24816	5960	7877	50895	115	1082	368	1565	609	88	654	2217	2728	1386	4469	1383	540	116904
	'49	2242	1487	4896	9277	17902	15403	1325	4778	21506	6705	1889	16330	4090	4393	32407	245	886		1131	73	12	507	2578	1955	1880	3088	1012	187	84238
Georgia	'50	1937	1356	5077	9329	17699	22856	834	6901	30591	10478	1568	28623	6040	8158	54867	144	998	249	1391	99	33	131	1573	1752	978	4172	555	82	113923
	'49	1761	1253	4487	8159	15660	16249	888	4205	21342	5773	1180	18324	3763	5297	34337	294	827		1121	56	16	184	1972	1540	1299	2866	469	24	80886
Idaho	'50	638	465	1090	2168	4361	4467	178	1284	5929	2527	406	5922	1500	1940	12295	50	373	69	492	1	62	11	762	1056	305	1799	279	3	27355
	'49	589	486	1254	2096	4425	3501	238	915	4654	1813	344	4674	1139	1458	9428	161	338		499	10	74	13	877	958	434	1593	242	4	23211
Illinois	'50	10099	7776	20406	40253	78534	70824	2282	21271	94377	37611	7729	84952	25304	28352	83948	1035	6910	767	8712	14	26	298	14039	13634	5574	17101	1390	224	417871
	'49	9463	7764	19938	39619	76784	54826	2940	13769	71535	27595	6628	67869	18612	21407	142111	1613	4830		6443	453	46	683	12833	10728	8186	12680	1535	1139	345156
Indiana	'50	4395	3595	8899	16856	33745	35853	968	7334	44155	15549	2576	45377	10933	13641	88076	444	2943	505	3892	8	18	214	5047	7090	2375	14329	1075	88	200112
	'49	3685	2931	7814	15675	30105	23845	984	4627	29456	10661	2020	32537	7695	9205	62118	579	2201		2780	109	31	385	5387	4750	3147	9738	782	39	148827
Iowa	'50	3057	2068	6655	11163	22943	26480	517	6367	33364	9677	1512	30224	6827	8454	56694	295	2241	255	2791	11	2	60	2274	3982	1216	4449	317	11	128114
	'49	2670	1539	5994	11095	21298	20444	557	4392	25393	6734	1030	22908	4638	5641	40951	518	1858		2376	242	1	197	2981	2866	1887	3630	348	13	102183
Kansas	'50	2048	1353	4322	7618	15341	17829	461	4781	23071	7411	1081	22014	4610	6323	41439	251	1327	220	1798	4	2	90	2030	3055	1118	3353	262	9	91572
	'49	2102	1167	3772	7654	14695	13332	661	3342	17335	5315	923	16944	3630	4491	31303	357	1055		1412	124	7	281	2666	2341	1655	2677	261	3	74760
Kentucky	'50	1698	1086	3469	6881	13134	16875	248	2593	19716	5967	848	20508	4398	5268	36989	115	848	198	1161	8	1	74	1204	1991	781	3246	572	20	78897
	'49	1627	954	3260	7030	12871	12044	384	1936	14364	4274	676	14610	3169	3547	26276	184	617		801	119	1	131	1617	1500	1167	2198	538	14	61597
Louisiana	'50	1417	1304	3362	6474	12557	17536	367	4144	22047	6160	1157	20552	4004	5294	37167	123	1008	210	1341		12	138	1020	1283	703	4459	462	42	81231
	'49	1379	894	3340	6443	12056	13536	605	3065	17197	4576	956	14823	2987	3897	27239	216	1053		1269	23	25	185	1991	1361	1067	2867	498	42	65820
Maine	'50	656	505	1437	2647	5245	5004	162	1363	6529	2188	461	6641	1633	2273	13196	97	502	50	649	1	17	63	719	819	338	1288	275	36	29175
	'49	576	496	1425	2680	5177	3178	157	758	4093	1736	394	4987	1434	1700	10251	112	423		535	3	24	65	772	673	448	835	238	26	23140
Maryland	'50	2224	1494	4399	8964	17081	18060	551	4880	23491	6703	1095	22498	5192	6225	41713	116	1009	291	1416	33	46	62	1813	2181	1242	3652	412	85	93227
	'49	1846	1516	3728	8426	15516	11213	514	2191	13918	4998	933	16502	4226	3995	30654	172	834		1006	36	39	130	2109	1804	1576	2749	402	46	69985
Massachusetts	'50	4254	3717	8634	16469	33074	27718	889	7974	36581	13903	2935	31497	13352	12423	74110	225	1803	372	2400	47	201	224	3614	5160	1758	8119	1066	461	166815
	'49	3787	3578	8293	15722	31380	19260	985	4806	25051	11718	2422	23842	10841	10393	59216	219	1229		1448	45	131	306	2903	4181	2505	5124	700	298	133288
Michigan	'50	7781	6462	16614	32116	62973	94148	2205	20540	116893	35057	7593	106230	25653	33121	207654	795	7397	1236	9428	35	40	165	8802	8618	3371	11159	1036	147	430321
	'49	6664	6317	14902	30259	58142	66253	1767	12192	80212	26314	5494	74207	18791	24630	149436	989	3397		4386	268	49	391	7382	7393	5132	7651	885	94	321421
Minnesota	'50	3810	2628	7079	13502	27019	28891	596	6711	36198	12807	1751	33144	8132	10440	66274	633	3310	305	4248	20	71	51	3918	4944	2300	7492	457	211	153203
	'49	3315	1951	5674	12890	23830	18031	621	4034	22686	7029	1214	23116	5392	6365	43116	468	2060		2528	52	36	146	3909	3502	2502	4737	377	14	107435
Mississippi	'50	1028	716	1997	4088	8629	10975	249	2324	13548	4712	676	12819	2272	3462	23941	50	450	125	625	2	2	68	446	827	337	2109	253	10	50797
	'49	1016	550	2037	4610	8213	8138	343	1620	10101	2945	543	9394	1629	2452	16963	122	389		511	67	5	115	941	989	539	1406	306	7	40163
Missouri	'50	3549	3053	7195	17688	31485	34816	829	9398	45043	12550	2349	43572	8642	10934	78047	275	1767	249	2291	4	19	110	2274	6571	1761	5935	801	53	174394
	'49	3192	2395	6468	15265	27320	23969	878	5142	29989	8480	1802	32981	6191	7375	56829	350	1468		1818	162	20	247	3319	4291	2390	4140	710	34	131269
Montana	'50	693	471	1411	2457	5032	5530	194	1430	7154	2601	490	7561	1880	1974	14506	59	355	63	477		16	11	962	768	353	1699	265	6	31249
	'49	652	456	1291	2178	4577	3684	229	977	4890	1576	366	5200	1312	1405	9859	133	322		455	5	14	27	1038	813	537	1231	230	5	23681
Nebraska	'50	1912	940	3039	6070	11961	13948	353	3379	17680	5903	891	16295	3429	4966	31484	86	728	110	924	4	2	21	940	1383	704	2632	214	15	67964
	'49	1651	633	2658	6153	11095	10506	345	1994	12845	3911	671	11200	2056	3193	21031	220	667		887	68	6	57	1077	997	889	1917	229	7	51105
Nevada	'50	267	165	252	581	1265	1102	99	498	1699	692	267	1636	347	547	3489		61	16	77			2	192	225	167	478	76	2	7672
	'49	242	162	271	676	1351	834	121	405	1360	497	246	1227	385	509	2864	23	33		56	1		2	182	190	174	389	31	7	6607
New Hampshire	'50	439	273	1005	1559	3276	3431	99	809	4339	1513	267	4325	1133	1482	8720	48	267	47	362	17	19	29	477	658	240	742	210	65	19154
	'49	375	270	1083	1758	3486	2387	95	482	2964	1194	195	3131	844	1116	6480	32	195		227	3	10	36	389	499	300	563	146	59	15162
New Jersey	'50	6103	4163	11979	18291	40536	32995	1279	12700	46974	18840	3833	40700	13924	16981	94278	352	2945	662	3959	33	360	184	4915	5248	3171	8978	1576	573	210785
	'49	5389	3926	10686	17689	37690	21655	1221	5769	28645	15597	3571	30927	10059	15512	75666	289	1474		1763	57	339	459	4944	3951	3821	6957	1371	179	165842
New Mexico	'50	575	321	974	1714	3584	3912	164	1629	5705	2481	301	4947	1140	1664	10533	37	254	34	325		28	83	449	584	301	1419	262	16	23289
	'49	549	235	881	1638	3303	3016	223	1046	4285	1631	246	3465	778	957	7077	84	204		288	10	9	77	592	591	400	799	123	17	17571
New York	'50	15226	14297	32513	46927	108963	80110	2992	26412	109514	50401	12536	104415	39355	41517	248224	1246	8027	1181	10454	148	1262	616	12063	14879	7823	20458	3947	3844	542195
	'49	12693	12141	29588	44592	99014	51662	2972	13248	67882	38229	10222	75644	28990	34601	187686	1066	5401		6467	42	869	766	10612	11898	10574	16166	2669	989	415634
North Carolina	'50	1921	1827	5326	9455	18529	25560	573	6511	32644	10280	1479	28943	6314	8431	55447	184	1613	434	2231	55	68	193	1638	2222	1194	4512	612	132	119477
	'49	1722	1487	4917	9546	17672	20021	861	4403	25285	6846	1174	20597	4560	5835	39012	268	907		1175	106	42	132	2099	1787	1912	3556	681	55	93514
North Dakota	'50	787	565	1123	2920	5395	5964	82	921	6967	1849	253	6820	1307	1811	12040	44	406	63	513		1	25	458	564	333	1124	127	2	27549
	'49	741	448	1081	2932	5202	4450	136	795	5381	1271	174	5420	801	1193	8859	173	479		652		1	23	613	649	462	982	80	1	22905
Ohio	'50	9843	7322	19336	33090	69591	71387	1964	17984	91335	31940	5616	92257	22043	27088	178944	785	5922	956	7663	4	61	522	8424	9642	4910	15014	2102	177	388389
	'49	8661	6729	17222	33403	66015	47515	1920	10885	60320	24230	4582	69344	16937	19949	135042	975	4074		5049	293	54	668	8271	8421	6284	10439	1873	101	302830
Oklahoma	'50	1654	1415	3787	7668	14524	18932	452	5280	24664	7542	1188	23375	4803	6021	42929	97	537	91	725	8	1	48	1213	2212	777	3132	350	8	90591
	'49	1526	1052	3274	6933	12785	12456	522	3303	16281	4508	897	16543	3102	4135	29185	178	434		612	128	1	90	1298	1609	1020	2145	402	7	65563
Oregon	'50	1942	1493	2986	5689	12110	12766	413	3478	16657	5831	983	16836	4049	4697	32396	192	1298	205	1695	24	245	81	1590	2376	956	3335	600	196	72261
	'49	1482	1422	3029	5584	11517	8335	435	2282	11052	4026	722	12554	2967	3328	23597	150	662		812	215	43	143	1627	1791	1254	2724	403	34	55212
Pennsylvania	'50	11843	9412	22516	45551	89322	74265	2177	19164	95606	35801	6389	92405	25906	29610	190111	1060	7644	1218	9922	53	206	349	9278	12948	6429	17570	2954	287	435035
	'49	10580	8778	20301	44654	84313	46052	2577	11406	60035	26716	5012	69019	19892	20948	141587	1145	5123		6268	162	165	466	8246	9976	8266	14649	2153	158	336446
Rhode Island	'50	839	771	1860	3135	6605	5851	180	1617	7648	2328	567	6865	2404	2105	14269	71	469	86	626	7	25	40	609	1041	409	1311	178	116	32884
	'49	738	599	1640	2926	5903	3152	197	881	4230	1906	518	4809	1986	1610	10829	66	295		361	6	15	41	583	762	434	1111	151	37	24463
South Carolina	'50	824	884	2733	4343	8784	12764	298	2960	16022	4857	790	15386	3138	3778	27949	25	307	128	460	89	15	70	766	1282	446	1926	244	20	58073
	'49	809	704	2475	4471	8459	9997	342	1852	12191	3028	618	11545	2103	2443	19737	60	222		282	107	15	80	1037	1148	708	1450	308	21	45543
South Dakota	'50	619	453	1334	2555	4961	5188	114	1425	6727	2314	326	6676	1423	1825	12564	86	555	66	707	1	4	16	692	815	453	1096	118	4	28158
	'49	703	340	1198	2533	4774	3742	220	962	4924	1517	213	4589	1028	1290	8637	234	466		700	25	3	38	744	677	682	875	134	2	22215
Tennessee	'50	1807	1676	5014	9527	18027	21643	370	3930	25943	9825	1171	25952	5400	7127	49475	158	1003	173	1334	35	29	319	1514	2156	865	4541	794	115	105144
	'49	1720	1324	4406	8808	16258	16213	535	2611	19359	4899	988	18964	3701	4766	33318	214	785		999	132	18	308	2039	1521	1135	2937	733	93	78850
Texas	'50	7182	4547	17381	28238	57348	74174	2340	25462	101976	32598	5761	86935	19683	23999	168976	374	3017	449	3840	88	105	357	5075	7240	2982	16244	1612	207	366050
	'49	6500	3445	14698	25665	50308	45704	2822	12131	60657	17843	3734	55314	11620	13603	102114	752	2012		2764	900	107	514	6076	5425	3666	7425	1794	87	243837
Utah	'50	635	520	1059	1927	4141	4782	134	1299	6215	2824	423	5808	1528	2029	12612	84	479	57	620	7	15	31	1120	906	354	1479	146	24	27670
	'49	601	562	1088	2085	4336	3387	177	877	4441	1586	314	4056	967	1423	8346	103	355		458	17	18	76	1190	766	398	1198	122		21366
Vermont	'50	340	239	611	1270	2460	2039	31	420	2490	1211	173	2967	997	1058	6406	33	261	41	335	3	28	53	232	447	233	583	261	23	13554
	'49	342	293	810	1398	2843	1629	60	297	1986	1135	174	2480	1031	913	5733	72	268		340	19	53	61	408	615	352	627	252	66	13355
Virginia	'50	2658	1929	5698	12310	22595	28500	760	5702	34962	9862	1555	30849	7197	8581	58044	180	1615	296	2091	82	132	117	2805	2397	1617	5321	553	170	130886
	'49	2516	1856	5070	12234	21676	20137	807	3879	24823	6786	1201	23651	5386	6001	43025	434	1337		1771	128	124	303	3029	2274	2092	4134	648	79	104106
Washington	'50	2692	1867	4118	7039	15716	16698	422	3623	20743	7330	1171	21047	5450	5702	40700	215	1510	252	1977	11	360	186	1631	3251	990	4526	520	450	91061
	'49	1975	1923	4364	7465	15727	12850	414	2166	15430	5518	1016	15958	4357	4336	31185	234	803		1037	234	215	152	1703	2499	1502	4196	294	67	74241
West Virginia	'50	1184	702	2398	4422	8706	9064	249	1979	11292	3498	506	10932	2258	2998	20192	95	637	106	838	4		135	764	1214	554	1562	531	15	45807
	'49	1111	632	2234	4626	8603	5635	310	1298	7243	2593	423	8465	1709	2082	15272	148	406		554	9	11	94	804	1078	854	1314	456	11	36293
Wisconsin	'50	3747	2700	7177	12527	26151	25685	613	6597	32895	13453	2019	31676	9853	10367	67368	371	2547	321	3239	12	4	100	3967	8422	1965	6434	511	93	151161
	'49	3241	2676	6998	12784	25699	18139	701	3713	22553	9379	1529	24906	7416	7502	50732	641	2096		2737	173	10	177	3880	6799	2636	4903	491	55	120845
Wyoming	'50	483	334	839	1366	3022	2894	134	1014	4042	1874	296	4075	933	1185	8363	50	175	22	247		1	8	484	531	257	628	216	5	17804
	'49	373	212	649	1173	2407	1975	138	547	2660	1057	191	2461	542	643	4894	60	178		238	2		7	557	385	274	475	123	1	12023
12 Months' Total	'50	151300	115023	300104	547367	1113794	1166118	34318	318217	1518653	535807	101825	1420399	372519	440528	2871078	11884	85832	14339	112055	1869	5452	6896	134219	175722	73155	268229	33926	11390	6326438
	'49	130516	103311	273530	527915	1035272	806766	37691	186629	1031086	372425	80880	1031466	269351	321033	2075155	15827	57995		73822	5087	3642	10175	137907	135328	97771	199460	28576	5061	4838342

NEW COMMERCIAL CAR REGISTRATIONS, 12 MONTHS TOTAL, 1950-1949

Truck registrations by states are released as completed by R. L. Polk representatives in state capitals.		Autocar	Brockway	Chevrolet	Crosley	Diamond T	Divco	Dodge	Federal	Ford	F.W.D.	G.M.C.	International	Kenworth	Mack	Pontiac	Reo	Sterling	Studebaker	White	Willys-Overland	Miscellaneous	TOTAL		Truck registrations by states are released as completed by R. L. Polk representatives in state capitals.
Alabama	'50	6		9646	7	34	20	1931	9	7624		2214	1694		201	15	25		1033	225	494	9	25187	'50	Alabama
	'49	1		8874	34	21	17	2571	11	4409		2092	1513		109	9	38		1202	113	657	3	21674	'49	
Arizona	'50	2	1	2542	8	8	15	595	8	1893	3	756	447	7	17	12	9	6	339	35	270	7	6980	'50	Arizona
	'49	1		1902	18	14	19	666	4	1483	2	484	312	6	9	1	28	2	526	17	225	25	5744	'49	
Arkansas	'50			9468	5	27	2	2036	2	6884	1	2359	1515		38	22	47		1172	57	446	5	24086	'50	Arkansas
	'49	2		9002	8	47		2130	4	5226	1	1894	1376		22	2	90		1304	34	805	22	21969	'49	
California	'50	153	13	24451	19	352	476	6237	36	17533	49	6752	4283	218	290	56	146	90	3153	530	1543	305	66685	'50	California
	'49	96	19	20333	71	254	421	6777	35	11140	48	5322	3809	126	204	24	203	69	3931	423	1428	303	55036	'49	
Colorado	'50	1		6225	21	51	50	1097	9	3734	7	1208	1217	26	56	5	33		763	59	513	26	15101	'50	Colorado
	'49	1		4823	7	89	13	1471	16	2262	2	1233	1086	2	8	1	31		857	50	610	7	12569	'49	
Connecticut	'50	50	64	2936	2	97	117	892	91	2213	3	696	855		234	20	52	9	372	160	311	25	9199	'50	Connecticut
	'49	57	31	2197	5	73	71	926	35	1420	5	514	860		161	7	35	2	407	46	341	19	7212	'49	
Delaware	'50	11	10	1155	7	16	4	229		920		225	281		8	14	5		108	21	57	5	3076	'50	Delaware
	'49	9	9	961	3	16	5	308	1	821		199	300		9	14	7		126	17	55	7	2867	'49	
Dist. of Columbia	'50	15	6	1207	1	23	70	267	18	780		274	253		36	8	23		40	30	54	4	3109	'50	Dist. of Columbia
	'49	28	6	974	1	32	59	460	22	600		217	285		42	12	23	5	69	37	71	11	2954	'49	
Florida	'50	11	2	8325	34	127	81	2514	13	7200		1634	1547		352	20	114	1	1401	224	1035	51	24686	'50	Florida
	'49	4		7128	32	132	60	2580	15	4236		1393	1441		258	9	88		1205	136	1029	23	19769	'49	
Georgia	'50	3	4	12536	6	44	26	2842	31	10590	1	2475	2287	1	220	14	94	1	1547	268	460	14	33464	'50	Georgia
	'49	3	6	10252	17	103	18	3045	19	6750		2004	2206		161	39	121		1573	172	843	22	27354	'49	
Idaho	'50			2926	1	67	4	556	12	1878	3	1045	765	51	39	5	30	4	471	40	462	28	8387	'50	Idaho
	'49	1		2423		91	2	884	7	1398	10	970	821	46	18		39		728	20	606	27	8091	'49	
Illinois	'50	80	7	18655	10	628	212	4769	27	13279	6	3669	5645		289	59	155	4	1793	640	667	87	50681	'50	Illinois
	'49	73	11	19537	27	515	257	6301	45	9626	18	3264	6180		227	36	271	3	2817	587	1184	151	51130	'49	
Indiana	'50	16	4	10668	12	148	103	2624	35	9702	6	2076	3831		132	43	154		1654	636	558	51	32453	'50	Indiana
	'49	12	13	8423	23	112	133	3144	25	5454	4	2097	3309	1	117	18	131		2013	324	660	49	26062	'49	
Iowa	'50	2		10513	1	119	59	2208	3	8240	1	1573	3247		103	23	62		1035	180	337	16	27722	'50	Iowa
	'49	9		9699	6	166	44	3022	13	5387	13	1608	3245	1	84	9	83		1577	95	699	63	25823	'49	
Kansas	'50			8680	5	65	27	1361	8	6115	2	1753	2260		20	31	54		770	80	367	1	21599	'50	Kansas
	'49		1	8986	33	94	24	2294	25	4366	1	1820	2458	1	10	23	69		1348	78	582	21	22234	'49	
Kentucky	'50	4		9566	6	82	48	1621	19	6634		2452	2030		41	35	31	1	827	93	816	1	24307	'50	Kentucky
	'49	5	1	7885	18	89	40	2159	17	4497	1	1928	1907		50	10	53		972	111	1351	23	21116	'49	
Louisiana	'50	8		7386	17	59	8	1471	4	6613	2	1976	1380		44	16	26		1038	101	421	3	20573	'50	Louisiana
	'49	3		6798	26	106	16	1914	6	4766	2	1660	1417		59	9	29		1187	84	574	28	18684	'49	
Maine	'50	13	21	2562		7	6	594	16	1510		771	786		90	18	10	1	332	53	233	7	7030	'50	Maine
	'49	9	15	2114		9	8	639	6	1144		724	646		75	13	49	1	311	46	209	14	6032	'49	
Maryland	'50	20	82	4421	6	48	88	1306	63	3601	1	895	1126		155	11	56	4	325	175	155	9	12547	'50	Maryland
	'49	39	65	3445	3	43	54	1488	37	2083		710	1023		127	7	68	1	381	108	238	34	9954	'49	
Massachusetts	'50	241	159	5583	3	191	156	2128	50	4401	3	1332	1668		445	66	155	87	808	440	333	30	18279	'50	Massachusetts
	'49	127	106	3901	3	85	142	1890	14	2637	7	803	1333		239	9	115	40	697	239	286	25	12698	'49	
Michigan	'50	31	1	17880	3	135	339	4294	137	16142	2	3149	2692	27	241	32	286		1097	278	451	24	47241	'50	Michigan
	'49	25	4	13790	15	102	273	3965	60	9398	2	2712	2275		174	10	112		1422	234	586	98	35257	'49	
Minnesota	'50	8		9461	6	142	106	2153	15	7588	14	1627	3012	36	100	30	47		1621	162	391	35	26554	'50	Minnesota
	'49	48		8475	7	86	55	2373	23	4631	6	1469	2769	6	136	9	51		1901	78	379	53	22555	'49	
Mississippi	'50	2		8309	6	14	1	1587	4	6077	1	2510	1475		39	22	17		908	64	385	3	21424	'50	Mississippi
	'49	1		7515	7	44		2018	4	3971		2025	1304		36	7	30		1061	32	589	19	18663	'49	
Missouri	'50	8		15978	4	92	126	3063	2	10199	2	3609	2899	3	149	22	75		1398	415	508	34	38586	'50	Missouri
	'49	8	1	13381	17	71	111	3826	1	6082	1	2827	2636	1	54	6	111		1663	211	877	30	31915	'49	
Montana	'50			3761	2	48	3	697	11	2315	3	828	1135	25	11	8	36		510	19	682	8	10102	'50	Montana
	'49	5		3013	6	79	12	923	18	1901	8	987	1077	18	6	1	63		717	23	844	13	9714	'49	
Nebraska	'50			6800	2	203	19	1109	3	5192	11	1427	1912	50	32	11	36		714	123	473	13	18130	'50	Nebraska
	'49		2	6088	9	247	3	1486	13	3267	9	1332	2182	9	20	9	30		1200	72	1012	40	17030	'49	
Nevada	'50			592		4		133		429		293	109			3	5		97	2	115	4	1781	'50	Nevada
	'49	1		530	1	2	1	206	2	411		202	134		3	1		1	179		104	5	1788	'49	
New Hampshire	'50	13	11	1128	1	16	11	455	4	885	1	351	376		106	6	42	1	160	23	119	5	3714	'50	New Hampshire
	'49	9	7	989	1	15	18	413	2	753	1	256	309		63	4	17	1	127	13	145	4	3147	'49	
New Jersey	'50	182	347	9076	7	263	286	2599	93	7002	19	2483	2370		652	101	101	17	820	498	608	25	27549	'50	New Jersey
	'49	123	219	7007	36	180	212	2937	88	5117	15	2149	2209	1	460	131	103	7	865	401	828	70	23158	'49	
New Mexico	'50	1		3806	5	2	2	605	9	1954	2	1054	472	5	40	5	14		538	26	248	9	8797	'50	New Mexico
	'49	2		3197	20	33	3	892	2	1140	1	835	471		22		15		577	38	187	11	7446	'49	
New York	'50	475	844	18066	55	876	379	7000	303	12269	56	4793	5744	1	1637	105	508	58	1789	1274	1296	272	57800	'50	New York
	'49	401	665	13125	63	607	396	7586	164	8699	53	4024	5212		1346	56	456	32	2037	1030	1542	290	47784	'49	
North Carolina	'50	88	4	11875	26	49	63	2487	24	9704		2293	2254		646	28	35	7	1362	343	442	174	31904	'50	North Carolina
	'49	23	1	10850	17	48	43	3178	43	6541	3	1751	1876		377	17	111	5	1500	223	802	142	27551	'49	
North Dakota	'50			2541	3	28	3	521	5	2311		510	1117		8	3	5		345	2	226	4	7632	'50	North Dakota
	'49	6		3512	2	69	4	763	24	2109		654	1542		3		10		651	9	324	8	9690	'49	
Ohio	'50	114	14	18208	15	337	436	4609	120	15074	13	3853	5297		588	107	273		1678	1235	751	19	52741	'50	Ohio
	'49	73	12	13964	55	220	344	5377	137	8391	9	2602	4112		285	103	195		2067	746	1131	63	39886	'49	
Oklahoma	'50	1		10579	12	17	62	2214		8002	16	2373	2132	2	52	22	61		1042	270	472	3	27332	'50	Oklahoma
	'49	7		8930	17	30	41	2924	3	5073	6	1873	2281	1	28	19	75		1354	132	865	18	23677	'49	
Oregon	'50	23		4942	4	98	39	1351	12	3738	7	1686	1505	69	167	3	22	8	597	106	767	79	15223	'50	Oregon
	'49	16		4318	7	45	32	1667	18	2553	6	1297	1120	60	114	4	34	8	679	99	665	123	12865	'49	
Pennsylvania	'50	258	705	19345	17	455	308	6963	127	15873	4	4862	6141		1197	135	489	37	2045	1235	1179	98	61473	'50	Pennsylvania
	'49	216	363	14246	45	333	74	7009	93	9627	8	3775	4706		820	31	308	25	2384	825	1241	177	46306	'49	
Rhode Island	'50	65	6	1117		27	58	467	4	1022		223	412		86	12	20	5	137	61	98	5	3825	'50	Rhode Island
	'49	62	6	984	6	32	84	464		756		191	415		82	15	24	9	175	45	117	12	3479	'49	
South Carolina	'50	7		5633	4	9	24	1175	1	4078	4	1234	709		159	15	9		584	109	158	10	13922	'50	South Carolina
	'49	13	1	4723	3	30	15	1542	1	2837	3	1055	771		116	5	20		589	73	334	17	12148	'49	
South Dakota	'50			2510	6	74	9	606	3	1948	4	504	1074	21	2	8	11		328	18	391	5	7522	'50	South Dakota
	'49			2777	9	94	4	799	7	1425	9	494	1367	9	7	2	17		531	8	493	22	8074	'49	
Tennessee	'50	13	5	12151	20	99	41	3253	23	8675	4	3554	2604	2	231	20	76	2	1585	357	556	8	33279	'50	Tennessee
	'49	7	4	10606	44	88	29	2982	43	5016	1	2690	2271		155	11	134	1	1376	253	947	24	26682	'49	
Texas	'50	73	1	37695	19	194	135	7484	24	29401	5	10016	6810	18	323	68	122		4116	691	1819	39	99053	'50	Texas
	'49	70	2	24510	67	179	142	9180	18	15625		7488	6295	27	182	11	129		4222	457	2646	400	71650	'49	
Utah	'50			2546	5	64	8	343	5	1427	3	728	557	22	46	12	22		215	41	190	29	6263	'50	Utah
	'49			1899	5	53	8	650	14	1047	4	624	638	14	25	8	32	1	396	36	270	32	5756	'49	
Vermont	'50	1	12	936	1	4	5	351	2	555		368	387		21	2	15		105	10	213	13	3001	'50	Vermont
	'49	1	12	957	4	14	7	407	10	631	1	333	485		12	4	26		292	10	241	11	3458	'49	
Virginia	'50	55	45	9194	7	35	82	2130	29	7269	2	1938	1795		243	14	48		927	232	459	37	24541	'50	Virginia
	'49	32	38	8419	20	70	47	2610	23	4886		1648	1706		147	10	70		1031	165	682	44	21648	'49	
Washington	'50	5		5263	9	60	64	1403	4	3708	1	1520	1554	83	151	18	54	6	596	108	524	70	15201	'50	Washington
	'49	10		4489	18	72	54	1814	11	3029		1304	1492	60	57	14	55	13	812	102	581	61	14048	'49	
West Virginia	'50	4	16	4162	6	18	23	1092	15	3238	3	1011	725		79	17	28		351	66	703	1	11558	'50	West Virginia
	'49	2	6	3528	6	40	20	1398	20	2196	16	942	773		34	7	35		402	68	921	37	10451	'49	
Wisconsin	'50	9		9196	5	97	101	1858	28	7222	54	1660	2932		86	37	136	5	998	221	380	51	25076	'50	Wisconsin
	'49	13		8445	29	142	142	2432	24	4471	57	1540	2772		105	28	146	3	1361	189	581	116	22596	'49	
Wyoming	'50			2295	1	22	4	436	8	1271	4	608	500	6	6	3	7		237	14	504	6	5932	'50	Wyoming
	'49	1		1595		57		466	2	891	4	392	437	3	8		18		297	9	378	9	4567	'49	
12 Months' Total	'50	2072	2384	414496	422	5675	4309	99716	1469	315912	323	97200	97818	673	9908	1362	3876	354	45881	12050	24640	1767	1142307	'50	12 Months' Total
	'49	1655	1626	345519	871	5172	3577	116956	1225	202179	337	80407	91164	392	6866	775	4003	229	55099	8318	32765	2826	961961	'49	

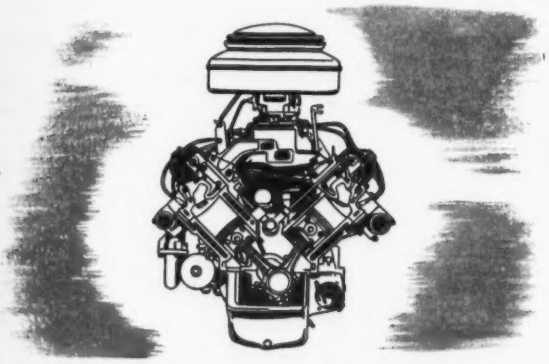


OLDSMOBIL

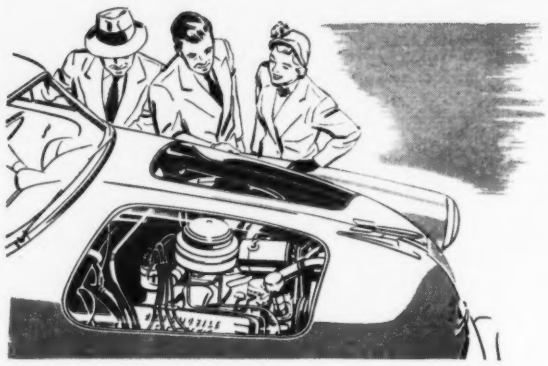
How this Famous Engine Sets the Pace in High-Compression Progress !

Oldsmobile's "Rocket"—the most famous automotive engine of modern times—is now in its third triumphant year! Over thirty months ago, Oldsmobile introduced this revolutionary power plant. It was immediately evident that this was not just another automobile engine; *this was a new engine*—brand new all the way through, and engineered to give America a new conception of what an automotive power plant could do.

Built in the newest, most modern engine plant in the world, the "Rocket" was designed from the crankshaft out for true high-compression



performance and economy. From the very outset, the "Rocket" incorporated such outstanding new features as overhead valve, V-type design with cylinders banked at 90 degrees, a short, rigid 5-bearing crankshaft, steel-reinforced auto-



thermic pistons, hydraulic valve lifters—and many, many more!

And since its spectacular introduction, other improvements and refinements have made the "Rocket" Engine even better! For 1951, the new high-turbulence combustion chamber gives greater gas savings, a new distributor means even more efficient high-compression operation. The carburetor is new; there's a new damp-proof starting motor and wiring harness—a new air cleaner and intake silencer.

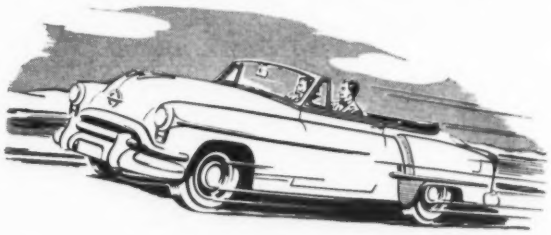
This new "Rocket" Engine is one big reason why Oldsmobile has become the most-talked-about car in America! That's why the flashing "Rocket" symbol on the hood of the Oldsmobile "88" or "98" marks it as one of America's most advanced motor cars!

"Rocket" Means Performance! Nearly 700,000 "Rocket" owners—far more than any other high-compression engine—have thrilled to the eager response—the tremendous power of this great engine.

"Rocket" Means Economy! The "Rocket" has demonstrated time after time the fuel efficiency of the high-compression principle. The gas-saving qualities of this engine continue to amaze new owners!

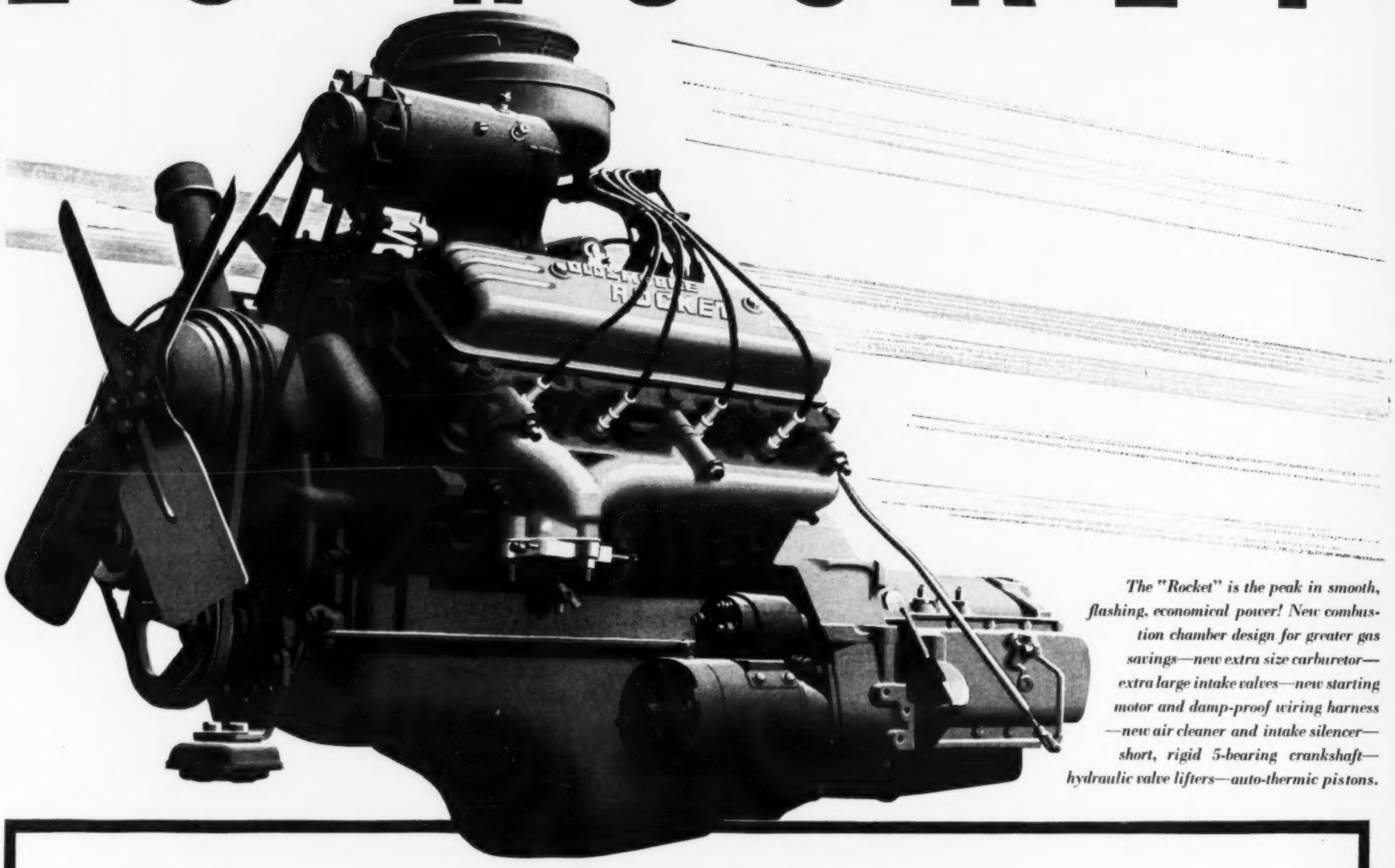
"Rocket" Means Smoothness! Perfect partner for the "Rocket" is Oldsmobile's famous Hydra-Matic! This proven automatic drive delivers the "Rocket's" brilliant power smoothly and effortlessly.

"Rocket" Means Durability! First place in the Mexican Durability Run—winner of countless stock car tests, the "Rocket" stands on its record for outstanding dependability plus rugged durability!



"Rocket" Means Profits For Oldsmobile Dealers! One of the *greatest selling features* any motor car ever had, the "Rocket" Engine is one big reason Oldsmobile dealers are agreed: It's *SMART* to be with *OLDS!*

E'S "ROCKET"



The "Rocket" is the peak in smooth, flashing, economical power! New combustion chamber design for greater gas savings—new extra size carburetor—extra large intake valves—new starting motor and damp-proof wiring harness—new air cleaner and intake silencer—short, rigid 5-bearing crankshaft—hydraulic valve lifters—auto-thermic pistons.

TWO AND ONE HALF YEARS OF "ROCKETING AHEAD"!

SEPTEMBER, 1948. At a national press preview in Lansing, Michigan, Oldsmobile engineers unveiled this brand new high-compression automobile engine.

NOVEMBER, 1948. Mass production of the "Rocket" Engine was started in Oldsmobile's new multi-million-dollar Engine Plant—equipped with the most modern precision machine tools in the world.

DECEMBER, 1948. The first "Rocket" Engine cars were introduced to the public. Owners said of their performance, "You won't believe it until you try it."

FEBRUARY, 1949. Oldsmobile introduced the first of the now-famous "Rocket" Engine Oldsmobile "88" cars, with a balance of power and performance and economy new to the industry.

MAY, 1949. "Rocket" Engine output at Oldsmobile was doubled in response to public demand for high compression.

AUGUST, 1949. Oldsmobile concentrated its entire output capacity on "Rocket" Engine cars, still could not catch up with the demand.

MAY, 1950. "Rocket" Oldsmobile "88" scored spectacular victory in 2178-mile Mexican Durability Run. Four out of first ten finishers were "Rocket" Oldsmobiles.

MAY, 1950. "Rocket" Engine production reached 80 per hour in Oldsmobile's newly enlarged engine plant.

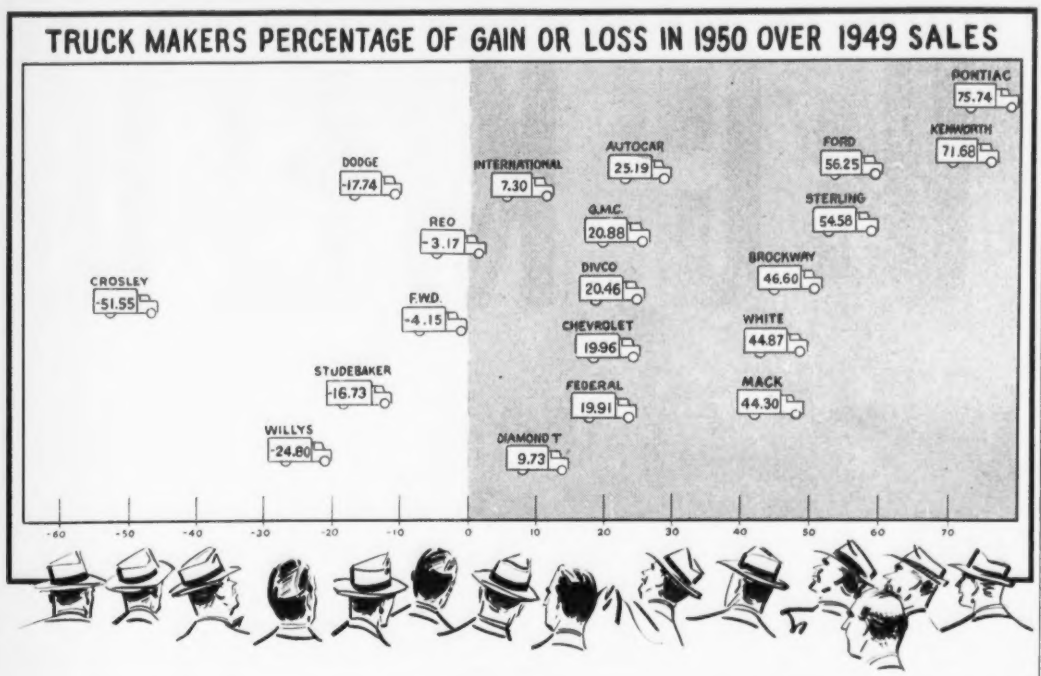
JANUARY, 1951. Oldsmobile introduced the most luxurious "98" Series cars of all time, powered by the new gas-saving "Rocket" Engine.

MARCH, 1951. The Super "88" Oldsmobile introduced—the culmination of years of planning and development work to achieve *a whole new automobile* as advanced in every way as the new "Rocket" Engine under its hood.

APRIL, 1951. Total "Rocket" Engine production approaches 700,000.

"ROCKET" OLDSMOBILE

A GENERAL MOTORS VALUE



New Truck Registrations by Makes 1939-1950

	1950	1949	1948	1947	1946	1941	1940	1939
Autocar	2,072	1,655	2,770	4,334	4,755	2,510	1,944	2,044
Brockway	2,384	1,626	2,958	4,255	3,683	2,294	1,672	1,815
Chevrolet	414,496	345,519	302,219	235,803	171,618	212,797	185,636	169,457
Crosley	422	871	2,411	.....	.....	.....	.....	.....
Diamond-T	5,675	5,172	10,657	10,475	5,093	6,077	6,354	5,412
Divco	4,309	3,577	5,618	4,893	3,734	2,306	1,662	1,481
Dodge	99,716	116,956	114,431	126,736	96,490	62,925	54,323	48,049
Federal	1,469	1,225	4,026	6,020	4,557	1,611	1,613	1,837
Ford	315,912	202,179	225,729	186,414	131,469	174,024	159,514	128,889
FWD	323	337	811	1,195	585	.....	.....	182
GMC	97,200	80,407	74,857	49,187	25,645	45,703	38,841	34,908
Internat'l	97,818	91,164	125,203	113,151	78,392	92,482	76,833	66,048
Kenworth	673	*	*	*	*	*	*	*
Mack	9,908	6,866	9,795	10,917	4,687	9,468	7,736	6,670
Pontiac	1,362	775	.....	.....	.....	.....	.....	.....
Reo	3,876	4,003	10,773	12,911	10,489	1,543	624	853
Sterling	354	229	411	576	510	.....	.....	326
Studebaker	45,881	55,099	50,657	41,861	25,360	5,078	1,206	2,110
White	12,050	8,318	11,603	13,086	10,117	9,271	6,468	4,558
Willys	24,640	32,765	76,484	49,819	42,135	2,031	2,291	1,634
Misc.	1,767	3,218	3,761	7,496	5,930	10,577	12,433	10,475
Total	1,142,307	961,961	1,035,174	879,132	625,249	640,697	559,150	486,748

*Included in Miscellaneous.

New-Car Registrations by Makes, 1941-50

	1950	1949	1948	1947	1946	1941
CHRYSLER GROUP:						
Chrysler	151,300	130,516	105,315	93,871	65,532	143,025
DeSoto	115,023	103,311	82,454	72,966	54,420	91,004
Dodge	300,104	273,530	213,923	209,552	135,488	215,563
Plymouth	547,367	527,915	347,174	313,118	211,800	452,187
Total	1,113,794	1,035,272	748,866	689,507	467,240	901,779
FORD GROUP:						
Ford	1,166,118	806,766	486,888	532,646	326,822	602,013
Lincoln	34,318	37,691	32,638	24,081	10,798	18,769
Mercury	318,217	186,629	137,512	111,198	61,187	81,874
Total	1,518,653	1,031,086	657,038	667,925	398,807	702,656
G.M. GROUP:						
Buick	535,807	372,425	244,762	246,115	126,322	308,615
Cadillac	101,825	80,880	59,379	53,279	23,666	60,242
Chevrolet	1,420,399	1,031,466	709,609	640,709	329,601	880,346
Oldsmobile	372,519	269,351	175,531	180,078	93,094	230,367
Pontiac	440,528	321,033	228,939	206,411	113,109	286,123
Total	2,871,078	2,075,155	1,418,220	1,326,692	685,792	1,765,693
K-F GROUP:						
Kaiser	85,832	57,995	108,367	55,571	3,501	.....
Frazer	11,884	15,827	57,994	51,158	1,873	.....
Henry J	14,339	.....	.....	.....	.....	.....
Total	112,055	73,822	166,361	106,729	5,374	.....
NON-AFFILIATED MFRS:						
Crosley	6,986	10,175	25,400	15,934	2,868	.....
Hudson	134,219	137,907	109,497	83,344	72,484	73,261
Nash	175,722	135,328	104,156	102,808	85,169	77,824
Packard	73,155	97,771	77,843	47,875	36,435	69,653
Studebaker	268,229	199,460	143,120	102,123	58,051	114,331
Willys	33,926	28,576	21,408	23,400	2,329	22,102
Miscellaneous	18,711	13,790	19,043	894	647	3,867
Total	710,858	623,007	500,467	376,378	257,983	361,038
YEAR TOTAL	6,326,438	4,838,342	3,490,952	3,167,231	1,815,196	3,731,166

Miscellaneous Registrations For United States 1950-1949

—CARS—

MAKE	1950	1949
Alfa-Romeo	4	2
Allard	21	4
Alvis	2	0
Armstrong-Siddeley	0	2
Bentley	18	8
Checker	2,262	1,440
Cisitalia	0	1
Citroen	13	10
Daimler	5	0
Davis	0	10
Delahaye	0	1
Ferrari	3	0
Fiat	45	60
Healey	7	7
Hillman	3,279	575
HRG	1	5
Humber	89	3
Jaguar	912	158
Jensen	2	0
Jowett	5	0
Keller	0	1
King Midget	23	7
Kurtis	1	2
Lancia	1	0
Lea-Francis	3	2
Meteor	4	6
MG	1,576	857
Morgan	3	4
Morris	695	298
Peugeot	9	11
Playboy	0	4
Renault	1,551	1,402
Riley	117	25
Rolls-Royce	18	3
Rover	66	11
Simca	34	45
Singer	125	29
Standard Vanguard	30	34
Sunbeam-Talbot) Talbot)	120	17
Triumph	18	11
Tucker	0	2
Vauxhall	0	1
Volkswagon	157	2
Wolseley	1	0
Miscellaneous, American	89	
Miscellaneous, Foreign	81	
TOTAL	11,390	5,060

—TRUCKS—

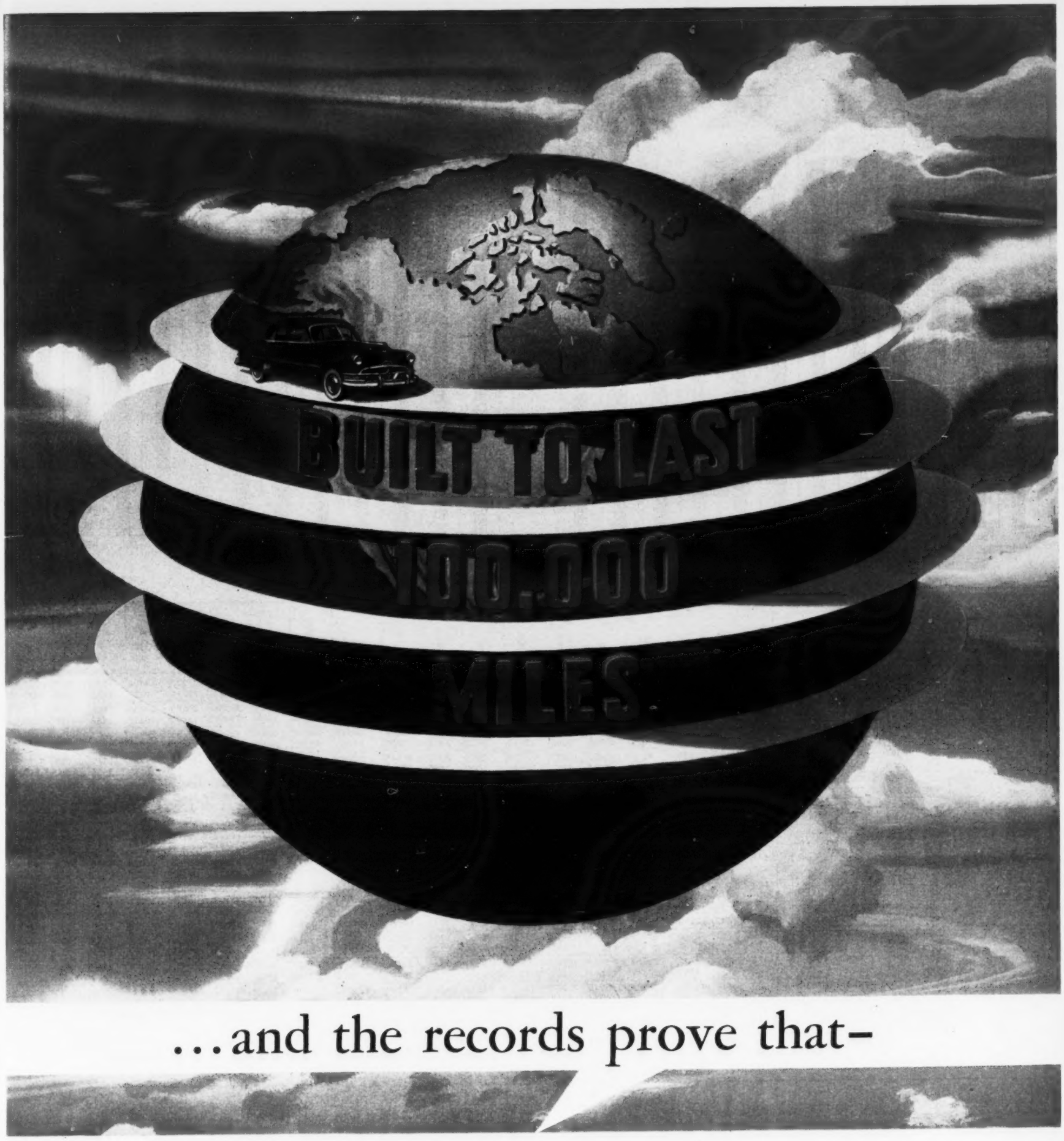
MAKE	1950	1949
Austin	108	97
Available	30	27
Biederman	8	5
Brown	316	154
Coleman	11	4
Corbitt	109	100
Dart	24	22
Duplex	7	11
Euclid	59	42
Freightliner	83	57
Hahn	0	52
Hendrickson	88	59
Linn	9	23
Martini	0	2
MacDonald	0	2
Marmon-Herrington	97	189
Nash	52	236
Oshkosh	100	115
Peterbilt	280	249
Thames	258	1,216
Walter	82	76
Ward LaFrance	46	88
TOTAL	1,767	2,826

New Commercial Car Registrations By States, 1940-1950

	1950	1949	1948	1947	1946	1941	1940
Alabama	25,187	21,674	22,309	17,615	15,705	15,260	12,57
Arizona	6,980	5,744	6,042	4,811	3,424	3,468	2,60
Arkansas	24,068	21,969	18,289	14,563	10,598	13,636	10,53
California	66,685	55,036	64,009	58,653	41,437	39,453	30,94
Colorado	15,101	12,569	12,285	9,490	5,412	6,502	6,06
Connecticut	9,199	7,212	9,903	8,665	6,089	7,735	6,81
Delaware	3,076	2,867	3,238	2,733	1,746	1,983	1,60
Florida	24,686	19,769	19,557	18,383	13,412	12,197	12,14
Georgia	33,464	27,354	28,207	20,499	13,446	15,742	13,87
Idaho	8,387	8,091	8,258	6,110	3,643	4,359	3,81
Illinois	50,681	51,130	52,646	45,457	31,393	31,692	29,234
Indiana	32,453	26,062	27,196	25,755	16,534	19,347	16,465
Iowa	27,722	25,823	26,358	20,835	14,058	14,585	13,709
Kansas	21,599	22,234	22,246	16,957	12,154	12,508	9,617
Kentucky	24,307	21,116	22,170	17,193	11,729	11,395	9,943
Louisiana	20,573	18,684	16,061	12,653	9,143	9,907	9,313
Maine	7,030	6,032	7,497	7,683	4,773	5,646	5,171
Maryland	12,547	9,954	13,268	12,412	8,554	9,138	7,386
Massachusetts	18,279	12,698	17,878	17,695	14,915	15,211	14,017
Michigan	47,241	35,257	39,568	33,553	24,203	22,186	21,417
Minnesota	26,554	22,555	23,996	17,108	13,453	13,103	12,383
Mississippi	21,424	18,663	18,093	15,264	12,297	10,408	10,374
Missouri	38,586	31,915	31,611	27,631	21,826	22,135	19,510
Montana	10,102	9,714	10,453	8,243	4,414	5,544	5,156
Nebraska	18,130	17,030	16,664	12,082	8,283	7,754	6,018
Nevada	1,781	1,788	1,654	1,373	1,136	1,130	1,056
New Hampshire	3,714	3,147	3,838	3,749	1,838	2,879	2,975
New Jersey	27,549	23,158	35,219	22,604	17,666	16,909	14,379
New Mexico	8,797	7,446	6,082	4,952	3,113	4,093	3,684
New York	57,800	47,784	62,446	56,259	43,836	36,203	34,731
North Carolina	31,904	27,551	28,054	24,445	15,196	18,078	14,409
North Dakota	7,632	9,690	8,283	6,151	3,823	4,671	3,727
Ohio	52,741	39,886	47,755	45,336	32,581	30,389	26,241
Oklahoma	27,332	23,677	22,544	18,392	13,346	13,844	11,034
Oregon	15,223	12,865	15,560	12,184	7,465	8,973	6,887
Pennsylvania	61,473	46,306	60,271	52,586	38,014	38,426	35,671
Rhode Island	3,825	3,479	4,600	3,495	2,606	3,039	2,619
South Carolina	13,922	12,148	12,536	11,194	8,405	7,978	7,167
South Dakota	7,522	8,074	7,872	5,549	3,456	3,538	3,217
Tennessee	33,279	26,682	26,756	23,206	15,603	13,901	12,367
Texas	99,053	71,650	67,737	55,182	31,275	44,296	37,317
Utah	6,263	5,756	5,968	4,612	2,680	3,256	2,830
Vermont	3,001	3,458	4,294	3,946	2,482	2,867	2,313
Virginia	24,541	21,648	23,530	22,555	14,224	15,938	12,230
Washington	15,201	14,048	18,054	13,780	9,148	10,672	8,416
West Virginia	11,558	10,451	12,082	9,019	6,639	8,570	7,713
Wisconsin	25,076	22,596	23,398	19,729	13,610	14,744	12,850
Wyoming	5,932	4,567	4,853	3,492	2,286	2,503	2,348
District of Columbia	3,109	2,954	3,987	3,299	2,180	2,906	2,286
Yearly Totals	1,142,307	961,961	1,035,174	879,132	625,249	640,697	559,150

New Passenger Car Registrations By States, 1941-1950

	1950	1949	1948	1947	1946	1941
Alabama	79,156	58,273	40,432	35,508	21,850	42,453
Arizona	26,570	20,995	12,994	10,655	5,711	11,603
Arkansas	47,003	34,030	21,319	19,786	10,817	23,873
California	519,999	389,544	272,209	253,341	136,419	276,649
Colorado	58,953	42,770	27,942	25,958	13,346	28,054
Connecticut	86,097	66,278	50,745	48,782	27,797	64,606
Delaware	17,421	14,655	9,996	8,846	5,243	11,371
Florida	116,904	84,238	53,746	49,009	26,680	57,598
Georgia	113,923	80,886	59,703	53,432	25,102	59,300
Idaho	27,355	23,211	14,554	12,093	6,106	13,842
Illinois	417,871	345,156	241,231	218,536	122,081	274,142
Indiana	200,112	148,827	101,128	97,223	55,569	122,224
Iowa	128,114	102,183	68,947	54,837	33,008	66,508
Kansas	91,572	74,760	48,970	40,864	23,635	49,776
Kentucky	78,897	61,597	43,082	38,144	23,291	42,011
Louisiana	81,231	65,820	44,925	35,525	19,747	43,504
Maine	29,175	23,140	17,298	15,690	8,473	20,043
Maryland	93,227	69,985	52,762	48,034	26,309	56,579
Massachusetts	166,815	133,288	102,244	97,447	63,188	125,603
Michigan	430,231	321,421	280,853	246,973	141,115	258,733
Minnesota	153,203	107,435	76,781	60,567	37,325	77,038
Mississippi	50,797	40,163	28,242	26,382	13,783	26,931
Missouri	174,394	131,269	93,266	84,905	49,606	102,684
Montana	31,249	23,681	18,014	15,300	7,015	17,142
Nebraska	67,964	51,105	35,234	28,654	16,786	32,452
Nevada	7,672	6,607	5,028	4,597	2,105	4,398
New Hampshire	19,154	15,162	10,539	10,790	5,099	13,270
New Jersey	210,785	165,842	116,945	106,585	63,784	134,584
New Mexico	23,289	17,571	10,897	8,969	4,685	10,244
New York	542,195	415,634	338,254	308,710	183,070	331,730
North Carolina	119,477	93,514	59,584	54,756	30,648	65,727
North Dakota	27,549	22,905	13,359	11,894	6,046	13,621
Ohio	388,389	302,830	220,248	215,359	124,689	256,034
Oklahoma	90,591	65,563	44,942	39,119	24,510	46,226
Oregon	72,261	55,212	39,655	34,121	17,520	41,558
Pennsylvania	435,035	336,446	257,764	228,733	137,695	289,285
Rhode Island	32,884	24,463	19,816	18,261	10,052	22,337
South Carolina	58,073	45,543	30,599	28,705	16,635	35,611
South Dakota	28,158	22,215	14,338	10,808	6,281	12,451
Tennessee	105,144	78,850	60,141	59,732	30,689	56,115
Texas	366,050	243,837	168,379	139,780	88,069	174,314
Utah	27,670	21,366	13,874	12,278	6,280	13,156
Vermont	13,554	13,355	8,991	8,164	4,167	10,204
Virginia	130,886	104,106	73,515	67,435	31,573	73,808
Washington	91,061	74,241	54,109	47,711	25,565	58,613
West Virginia	45,807	36,293	25,098	22,882	13,432	33,166
Wisconsin	151,161	120,845	84,224	71,116	44,608	91,109
Wyoming	17,804	12,023	8,766	7,049	3,834	8,700
Dist. of Columbia	33,466	29,209	25,270	23,186	14,048	30,186
Totals	6,326,438	4,838,342	3,490,952	3,167,231	1,815,196	3,731,166



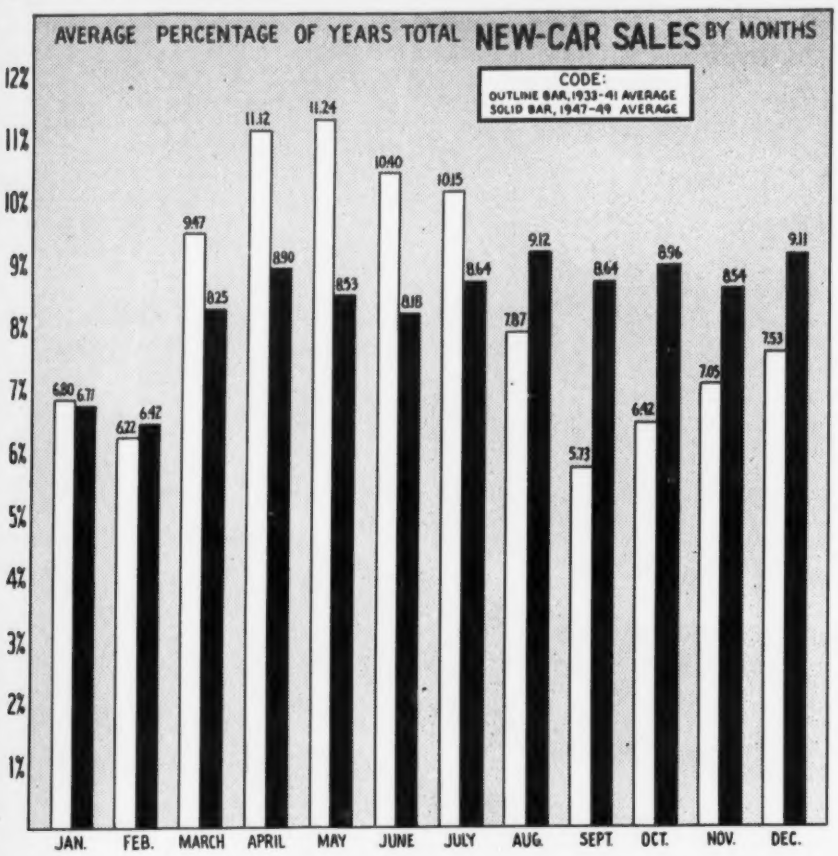
...and the records prove that–

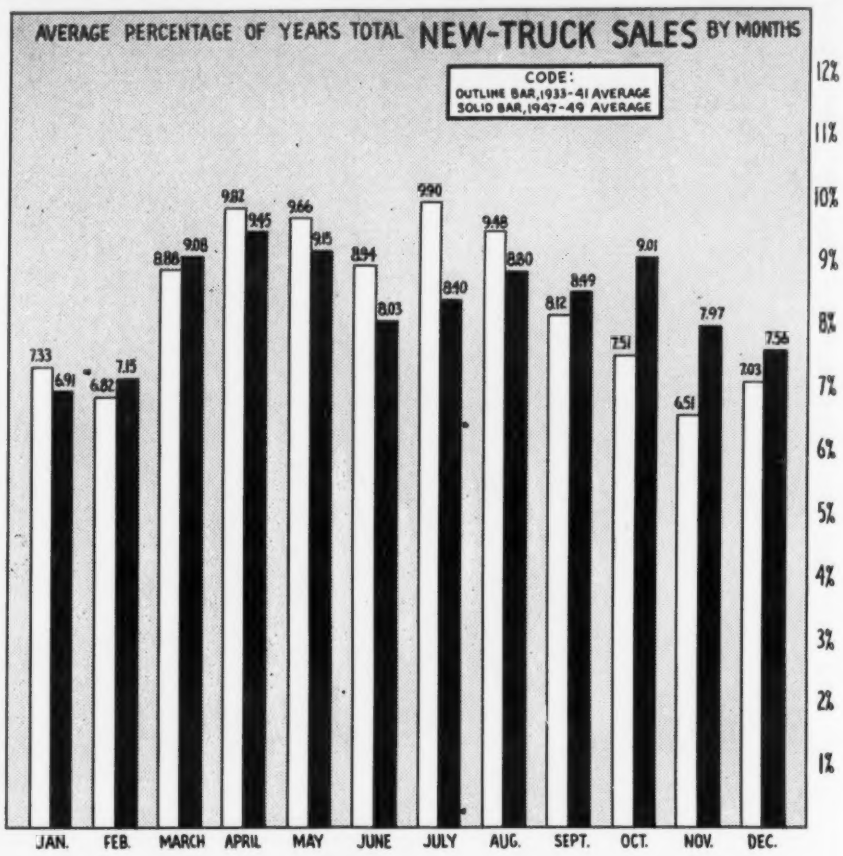
Dollar for Dollar

you can't beat a

Pontiac

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION





New Passenger Car Registrations by Months, 1950-1949

Figures Supplied by R. L. Polk & Co.

MONTHS		Buick	Cadillac	Chevrolet	Chrysler	Crosley	DeSoto	Dodge	Ford	Frazer*	Hudson	Kaiser	Lincoln	Mercury	Nash	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker	Willys	Miscell.	Total
January	'50	28038	2737	84887	12090	519	8420	23684	70654	412	9159	2556	1868	17551	7584	19592	4146	43407	27227	14404	1820	807	381562
	'49	25837	6308	30172	9092	1066	7675	19881	55191	2143	11137	3354	3604	9271	7937	13896	6122	35485	12719	9232	1776	1260	273158
February	'50	33101	3843	99270	8968	559	6636	17762	80801	395	8942	2407	2384	20417	9213	26593	4540	29006	30573	20866	1808	906	408990
	'49	25136	5509	41275	6897	972	5549	13496	52782	1556	10146	2537	2733	9259	8124	15924	5879	22692	14480	10613	1552	1107	258218
March	'50	48768	7631	121764	5022	616	3637	10633	108157	474	12609	3521	2889	28898	14549	34797	6776	12921	38788	29942	2407	1086	495885
	'49	29885	6647	71389	9399	1253	8185	15679	69858	2068	13110	3773	3416	13793	11136	20733	8465	28084	25898	14389	2139	1268	360567
April	'50	47487	7724	121188	2295	495	1625	4337	103499	1850	13754	2914	3001	28645	18085	32118	7726	4919	36918	29267	2279	1089	471215
	'49	28666	7034	76637	10946	1020	7784	14585	67212	1987	12595	6009	3598	17248	12599	20325	8553	49473	24672	16087	2525	1383	390938
May	'50	46958	7773	117626	4113	503	2794	7818	105198	2603	14147	3704	3027	31030	20380	31520	7614	13891	37429	25987	3103	1537	488363
	'49	35824	7714	104542	10918	970	8734	19610	60454	1983	15095	7683	4074	17281	12152	25403	9367	48909	31178	19626	2941	1414	446264
June	'50	46261	8839	123388	14957	512	12085	29946	106562	2208	14072	9575	3021	30153	19788	31649	7146	54316	38616	26212	3447	1184	583937
	'49	35798	7433	110078	11277	879	8994	23262	42420	1599	15103	7896	2709	10808	12862	25876	10064	48984	31858	20312	2902	1357	432471
July	'50	48884	9301	126897	18134	754	14173	37182	99694	1677	15918	13116	3306	28773	20251	33153	7046	61419	39279	24528	4522	1919	609926
	'49	31432	6621	106449	11175	757	8703	26833	70887	1191	12293	6595	2589	16060	13551	24931	9267	45071	30488	19617	2911	1056	448477
August	'50	55466	12566	147369	20641	849	15631	43708	113067	1106	15435	14507	3570	29371	18147	37801	3836	71740	45786	26026	4668	2705	683995
	'49	33668	6800	114034	12956	778	9869	29733	77660	1008	11480	6216	3066	18189	13763	26734	9857	50911	34264	13820	2825	925	478556
September	'50	50180	12394	137662	16665	624	12482	37403	110211	475	9868	13286	2853	28030	9722	34135	3515	73034	41654	25791	3375	2396	625755
	'49	37964	6882	108320	12081	678	9249	29011	72537	720	9640	4475	3036	16866	9843	25130	8735	50002	30996	19871	2801	810	459647
October	'50	41660	11288	128778	16997	573	12397	31340	113218	5574	4605	9496	2700	25583	14605	29418	7396	67961	36150	16055	2560	2019	580373
	'49	33145	7050	103786	13492	642	10890	30564	81449	587	7911	3353	3243	19546	11774	24871	7831	51081	30044	21133	2320	1053	465765
November	'50	34706	10293	103557	13288	391	10516	23029	72106	4669	5737	4993	2351	22880	10394	24914	5850	52365	29834	9030	1655	1635	444193
	'49	27605	6376	90677	11515	615	9487	27509	68272	463	7059	2788	2936	17317	11781	23159	6931	47466	27171	17694	1992	889	409702
December	'50	54298	7436	108013	18130	501	14627	33262	82951	4780	9973	5757	3348	26886	13004	36829	7579	62388	38274	20121	2282	1820	552259
	'49	27465	6506	74107	10768	545	8192	23367	88044	522	12338	3316	2687	20991	9806	22368	6700	49757	27265	17066	1892	876	414579
Grand Totals	'50	535807	101825	1420399	151300	6896	115023	300104	1166118	26223	134219	85832	34318	318217	175722	372519	73155	547367	440528	268229	33926	18711	6326438
	'49	372425	80880	1031466	130516	10175	103311	273530	806766	15827	137907	57995	37691	186629	135328	269351	97771	527915	321033	199460	28576	13790	4838342

*1950 figures include Henry J in Oct. (5,330); Nov. (4,491), and Dec. (4,518).

New Commercial Car Registrations by Months, 1950-1949

Figures Supplied by R. L. Polk & Co.

MONTHS		Autocar	Brockway	Chevrolet	Crosley	Diamond T	Divco	Dodge	Federal	Ford	F. W. D.	G. M. C.	International	Kenworth	Mack	Pontiac	Reo	Sterling	Studebaker	White	Willys	Miscellaneous	Total
January	'50	113	154	22763	40	411	269	8305	101	17756	40	5067	5883	32	821	147	258	23	3497	633	1435	177	67295
	'49	226	164	21871	115	524	280	8601	119	11990	33	4845	7603	34	510	3	370	23	4434	713	3635	330	66423
February	'50	128	141	24629	32	370	242	7236	83	19768	24	5767	6510	18	708	137	222	20	3502	681	1340	140	71698
	'49	126	133	25105	106	500	238	8238	107	11418	43	5005	7091	30	456	5	373	16	4035	662	3570	280	67537
March	'50	147	187	33854	49	492	294	7418	89	27967	25	8147	8909	46	859	183	275	33	4530	995	1624	143	96266
	'49	189	127	33229	103	564	336	10578	152	14550	38	7445	8584	42	555	12	463	14	5010	797	4060	317	87165
April	'50	285	185	34553	37	495	343	4861	102	27231	20	7772	8512	45	804	172	269	27	3872	869	1650	137	92241
	'49	166	141	28864	79	509	334	9601	127	14725	36	6843	7351	40	507	58	366	19	4591	719	3526	255	78857
May	'50	134	140	34607	42	427	349	3773	124	26945	21	7934	8290	59	726	129	234	39	3843	931	1905	134	90786
	'49	131	113	32882	101	451	378	10766	148	16446	29	7570	7487	22	529	86	346	17	5209	655	2742	267	86375
June	'50	166	180	35438	30	436	308	5969	104	25773	24	7304	7926	63	690	138	271	25	3520	905	2109	133	91512
	'49	106	97	30540	79	402	338	10218	91	13038	15	7849	7200	47	481	52	253	34	4980	647	2540	217	79224
July	'50	180	165	46049	45	499	332	9155	160	30986	27	9864	10150	65	678	126	297	33	4674	990	2439	126	117040
	'49	108	113	28256	44	347	279	9189	61	14968	20	7127	7385	34	524	37	228	22	4885	626	2402	211	76866
August	'50	221	252	46851	35	588	459	11771	170	31239	27	10984	13648	47	765	116	369	27	4904	1173	2738	149	126533
	'49	105	110	29698	56	369	237	10180	57	19933	19	7551	8331	24	603	21	276	14	4950	615	2201	189	85539
September	'50	149	195	40134	23	535	438	10821	93	31045	17	9249	11369	82	775	53	440	34	4253	1243	2644	192	113784
	'49	92	132	31084	39	382	337	10523	76	21345	42	7621	8852	28	650	70	424	18	4544	713	2100	181	89253
October	'50	192	246	36873	30	544	384	10321	169	29154	30	8235	6804	65	697	50	405	37	3263	1241	2261	168	101169
	'49	124	169	29307	53	397	350	10549	68	21363	11	7149	8274	31	707	90	354	16	4389	788	2003	206	86398
November	'50	160	289	31030	28	379	453	9117	143	23908	34	7808	3933	56	491	53	318	23	2818	997	1997	132	84167
	'49	120	151	27497	44	359	233	9599	89	20857	25	6020	6832	43	619	148	281	22	4044	585	1956	175	79699
December	'50	197	250	27715	31	499	438	10969	131	24140	34	9069	5884	95	1894	58	518	33	3205	1392	2498	136	89186
	'49	162	176	27167	51	369	238	8905	130	21609	26	5411	6205	23	719	193	271	14	4055	820	2062	199	78805
Grand Totals	'50	2072	2384	414496	422	5675	4309	99716	1469	315912	323	97200	97818	673	9908	1362	3876	354	45881	12050	24640	1767	1142307
	'49	1655	1626	345519	871	5172	3577	116956	1225	202179	337	80407	91164	392	6866	775	4003	229	55099	8318	32765	2826	961961

Why DURABLE is the word for Hudson

Nylon or worsted upholstery combined with crackproof, scuffproof, easily cleaned Dura-fab trim — long-wearing and luxurious.

Tough steel body bulkheads front and rear—rigid to resist twisting on rough roads, give longer body life.

High-compression engine electronically balanced as a completed unit to reduce vibration, keep engine like new longer.

Rugged, all-steel, all-welded Monobilt body-and frame*—most durable and rattle-free construction on the market.
*Trade-mark and patents pending.

Lighter, exceptionally strong pistons and two-piece, heat-resistant Austenitic metal exhaust valves multiply engine life, maintain peak performance longer.

Heavy box-section steel girders completely surrounding the passenger compartment even outside the rear wheels —Hudson is America's safest car.

The only hydraulic braking system with reserve mechanical brakes on the same foot pedal—best protection anywhere!

"Step-down" design with recessed floor for the lowest center of gravity in any car—smoother, steadier with less jounce, less wear and tear.

Chrome-alloy cylinder block—toughest in any car—and oversize engine bearings for thousands of *extra* like-new engine miles.

Only pinned-in-position piston rings in the industry result in minimum oil consumption over longer engine life.

HUDSONS STAY YOUNG—INSIDE AND OUT—IN LASTING STYLE AND BEAUTY AND TIME-DEFYING RUGGEDNESS

The few notes above only high-spot the great line-up of features that Hudson dealers can offer their customers.

There are many more. For example, Hudson's exclusive recessed floor (famous "step-down" design) results in true streamlining and breath-taking beauty—handsome styling that will stay fresh and durable for the long tomorrow.

"Step-down" design also gives the *most room* in any motor car at any price! And it brings the *best* and *safest* ride ever known!

Yes, durability to keynote the times, beauty and performance to fire the imagination! Teamed with industry-leading roominess and safety, that's a combination that's inspiring action all over the country—and *Hudson dealers have it!*

HUDSON

WITH THE FINEST FRANCHISE IN THE INDUSTRY

FOUR RUGGED CUSTOM SERIES

Lower-Priced Pacemaker • Renowned Super-Six
Luxurious Commodore • Fabulous Hudson Hornet

Standard trim and other specifications and accessories are subject to change without notice.

New Motor Vehicle Registrations, 1937-1950

NEW PASSENGER CAR REGISTRATIONS IN U. S.

	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950
January	280,685	145,765	203,212	260,216	297,558	N.A.	209,063	274,978	273,161	381,562
February	215,049	120,359	164,942	224,625	299,701	N.A.	214,333	249,781	258,218	408,990
March	363,738	181,222	248,038	312,371	419,396	N.A.	264,714	311,650	360,584	495,885
April	384,951	192,241	268,335	353,239	488,460	N.A.	290,226	330,555	390,932	471,215
May	391,697	178,052	280,834	345,748	514,478	N.A.	286,719	255,638	446,251	488,363
June	360,236	156,384	243,741	318,615	443,470	N.A.	269,863	246,926	432,470	583,922
July	365,767	148,896	229,308	315,246	391,795	172,961	263,167	291,206	448,477	609,926
August	306,958	127,954	182,633	211,031	246,595	199,316	264,866	317,788	478,556	683,995
September	235,683	93,269	141,633	148,000	125,293	219,281	251,655	296,339	459,647	625,755
October	202,898	119,053	212,586	290,495	165,485	225,180	281,428	291,442	465,765	580,373
November	196,469	200,853	231,571	301,430	164,747	230,424	258,934	313,230	409,702	444,193
December	179,621	226,973	246,544	334,889	174,188	279,735	312,263	311,419	414,579	552,259
TOTAL	3,483,752	1,891,021	2,653,377	3,415,905	3,731,166	1,815,196*	3,167,231	3,490,952	4,838,342	6,326,438

NEW TRUCK REGISTRATIONS IN U. S.

	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950
January	47,618	31,995	37,715	45,026	50,830	N.A.	62,477	69,486	66,423	67,925
February	41,843	27,551	34,102	40,729	50,124	N.A.	63,752	74,326	67,537	71,698
March	60,301	37,255	45,083	52,290	62,413	N.A.	79,344	94,806	87,165	96,266
April	67,832	35,682	46,063	54,846	64,236	40,920	85,148	108,168	78,857	92,241
May	65,857	32,937	45,381	50,543	64,177	56,285	76,901	100,614	86,375	90,786
June	58,626	30,647	40,482	42,533	62,265	46,488	65,458	87,117	79,069	91,512
July	61,686	33,475	44,747	49,053	67,412	53,657	71,647	94,036	76,866	117,040
August	60,872	34,231	43,523	47,472	56,191	62,820	75,912	91,923	85,539	126,533
September	54,711	26,570	32,983	37,143	43,892	69,564	69,899	85,108	89,251	113,784
October	40,246	19,589	37,923	47,909	41,352	74,708	87,167	84,284	86,375	101,169
November	27,248	23,943	41,286	44,444	36,799	63,978	73,737	75,024	79,699	84,167
December	31,409	31,474	37,460	47,162	41,006	69,453	67,690	70,282	78,805	89,186
TOTAL	618,249	365,349	486,748	559,150	640,697	625,249†	879,132	1,035,174	961,961	1,142,307

COMBINED CAR AND TRUCK REGISTRATIONS IN U. S.

	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950
January	328,303	177,760	240,927	305,242	348,388	N.A.	271,540	344,464	339,584	449,487
February	256,892	147,910	199,044	265,354	349,825	N.A.	278,085	324,107	325,755	480,688
March	424,039	218,477	293,121	364,661	481,809	N.A.	344,058	406,456	447,749	592,151
April	452,783	227,923	314,398	408,085	552,696	N.A.	375,374	438,723	469,789	563,456
May	457,554	210,989	326,215	396,291	578,655	N.A.	363,620	356,252	532,626	579,149
June	418,862	187,031	284,223	361,148	505,735	N.A.	335,321	334,043	511,539	675,449
July	427,453	182,371	274,055	364,299	459,207	226,618	334,814	385,242	525,343	726,966
August	367,830	183,127	226,156	258,503	302,786	262,136	340,778	409,711	564,095	810,528
September	290,394	119,839	174,616	185,143	169,185	288,845	321,554	381,447	548,898	739,539
October	243,144	138,642	250,509	338,404	206,837	299,888	368,545	375,726	552,140	681,542
November	223,717	224,796	272,857	345,874	201,546	294,402	332,071	388,254	489,401	528,360
December	211,030	258,447	284,004	382,051	215,194	344,188	379,953	381,701	493,384	641,445
TOTAL	4,102,001	2,256,370	3,140,125	3,975,055	4,371,863	2,440,445‡	4,046,363	4,526,126	5,800,303	7,468,745

*Includes 493,299 cars registered in first half.
†Includes 87,376 trucks registered in first quarter.
‡Includes 724,368 cars and trucks registered in first half.
N.A.—Not available.

Motor Vehicle Scrappage, 1924-1950

Cars

Cars in Use Year	Cars in Use Number	New Cars Sold Year	New Cars Sold Number	Total Cars Barring Scrappage	Surviving Year	Surviving Number	Cars Failing to reregister —Scrappage	Scrappage % to Cars in Use	Scrappage % to New Cars Sold
1924	15,350,038	1925	2,967,755	18,317,793	1925	17,485,627	832,166	4.76	28.04
1925	17,485,627	1926	3,228,695	20,714,322	1926	18,915,260	1,799,062	9.51	55.72
1926	18,915,260	1927	2,623,538	21,538,798	1927	19,410,175	2,128,623	10.97	81.14
1927	19,410,175	1928	3,139,579	22,549,754	1928	20,673,852	1,875,902	9.07	59.75
1928	20,673,852	1929	3,880,247	24,554,099	1929	22,599,701	1,954,398	8.65	50.37
1929	22,599,701	1930	2,625,979	25,225,680	1930	22,345,090	2,880,590	12.89	109.70
1930	22,345,090	1931	1,908,141	24,253,231	1931	21,484,450	2,768,781	12.89	145.10
1931	21,484,450	1932	1,096,399	22,580,849	1932	19,752,283	2,828,566	14.32	257.99
1932	19,752,283	1933	1,493,794	21,246,077	1933	19,300,336	1,945,741	10.08	130.25
1933	19,300,336	1934	1,888,557	21,188,893	1934	20,725,926	462,967	2.23	24.51
1934	20,725,926	1935	2,743,908	23,469,834	1935	22,015,052	1,454,782	6.61	53.02
1935	22,015,052	1936	3,404,497	25,419,549	1936	23,846,488	1,573,061	6.60	46.21
1936	23,846,488	1937	3,483,752	27,330,240	1937	25,330,584	1,999,656	7.89	57.40
1937	25,330,584	1938	1,891,021	27,221,605	1938	24,455,012	2,766,593	11.31	146.30
1938	24,455,012	1939	2,653,377	27,108,389	1939	25,754,387	1,354,002	5.26	51.03
1939	25,754,387	1940	3,415,905	29,170,292	1940	27,157,554	2,012,738	7.41	58.92
1940	27,157,554	1941	3,731,166	30,888,720	1941	28,968,114	1,920,606	6.63	51.47
1941	28,968,114	1942-3-4	593,191	29,561,305	1944	24,218,562	5,342,743*	22.06	....
1944	24,218,562	1945-6	1,829,747	26,048,309	1946	26,464,525**	(416,216)***	...	....
1946	26,464,525	1947	3,177,376	29,641,901	1947	29,153,708	488,193	1.67	15.36
1947	29,153,708	1948	3,490,952	32,644,660	1948	31,789,143	855,517	2.69	24.51
1948	31,789,143	1949	4,838,342	36,627,485	1949	35,407,444	1,220,041	3.45	25.22
1949	35,407,444	1950	6,326,438	41,733,882	1950	39,418,772	2,315,110	5.87	36.59

*Includes cars taken out of service, presumably due to wartime restrictions.

**The figure under "survivors" for 1946 includes cars out of registration in the 1944 count estimated at upwards of one million units.

***This minus figure is presumed to be the result of the reregistration of cars which had been out of service during the war.

Trucks

Trucks in Use Year	Trucks in Use Number	New Trucks Sold Year	New Trucks Sold Number	Total Trucks Barring Scrappage	Surviving Year	Surviving Number	Trucks Failing to Reregister —Scrappage	Scrappage % to Trucks in Use	Scrappage % to New Trucks Sold
1924	2,126,216	1925	333,150	2,459,366	1925	2,332,585	126,781	5.44	38.05
1925	2,332,585	1926	387,341	2,719,926	1926	2,671,061	48,865	1.83	12.62
1926	2,671,061	1927	327,965	2,999,026	1927	2,804,196	194,830	6.95	59.41
1927	2,804,196	1928	341,123	3,145,319	1928	2,990,927	154,392	5.16	45.26
1928	2,990,927	1929	527,057	3,517,984	1929	3,302,761	215,223	6.52	40.84
1929	3,302,761	1930	410,699	3,713,460	1930	3,416,962	296,498	8.68	72.19
1930	3,416,962	1931	313,884	3,730,846	1931	3,318,782	412,064	12.41	131.28
1931	3,318,782	1932	180,332	3,499,114	1932	3,070,076	429,038	13.98	237.91
1932	3,070,076	1933	245,869	3,315,945	1933	2,962,614	353,331	11.89	143.71
1933	2,962,614	1934	403,886	3,366,500	1934	3,274,994	91,506	2.79	22.66
1934	3,274,994	1935	510,683	3,785,677	1935	3,535,661	250,016	7.07	48.96
1935	3,535,661	1936	611,644	4,147,305	1936	3,887,393	259,912	6.68	42.49
1936	3,887,393	1937	618,249	4,505,642	1937	4,150,072	355,570	8.57	57.51
1937	4,150,072	1938	365,349	4,515,421	1938	4,038,207	477,214	11.82	130.62
1938	4,038,207	1939	486,748	4,524,955	1939	4,318,706	206,249	4.77	42.37
1939	4,318,706	1940	576,327	4,895,033	1940	4,539,969	355,064	7.82	61.61
1940	4,539,969	1941	640,697	5,180,666	1941	4,838,378	342,288	7.07	53.42
1941	4,838,378	1942-3-4	350,797	5,189,175	1944	4,506,189	682,986	15.16	....
1942	4,506,189	1945-6	1,348,789	5,854,978	1946	5,462,973	392,005	7.18	29.06
1946	5,462,973	1947	954,217	6,417,190	1947	6,378,433	38,757	.61	4.06
1947	6,378,433	1948	1,035,174	7,413,607	1948	7,105,740	307,867	4.33	29.74
1948	7,105,740	1949	961,961	8,067,701	1949	7,583,663	484,038	6.38	50.32
1949	7,583,663	1950	1,142,307	8,725,970	1950	8,198,529	527,441	6.43	60.42

New-Car Registrations by Maker Models

1950-1949

	1950	1949
BUICK 8-40	233,057	82,33[illegible]
8-50	228,457	210,93[illegible]
8-70	74,293	79,15[illegible]
Total	535,807	372,42[illegible]
CADILLAC V-8-61, 62	85,547	68,49[illegible]
V8-60s	13,451	9,96[illegible]
V8-75	1,392	1,32[illegible]
V8-86	1,435	1,100
Total	101,825	80,88[illegible]
CHEVROLET 6	1,420,399	1,031,46[illegible]
CHRYSLER 6 Royal and Windsor	115,124	99,42[illegible]
8 Saratoga and New Yorker	35,883	30,89[illegible]
8 Crown Imperial	293	199
Total	151,300	130,516
CROSLEY 4	6,896	10,175
DeSOTO 6	115,023	103,311
DODGE 6	300,104	273,530
FORD 6	271,522	127,684
V8	894,596	679,082
Total	1,166,118	806,766
FRAZER 6	11,884	15,827
HENRY J 4	1,963	.....
6	2,555	.....
Total	4,518	.....
HUDSON 6	113,481	107,979
8	20,738	28,928
Total	134,219	137,907
KAISER 6	85,832	57,995
LINCOLN V8	21,190	19,478
V8 Cosmopolitan	13,128	18,213
Total	34,318	37,691
MERCURY V8	318,217	186,629
NASH 6 Statesman	111,060	92,614
6 Ambassador	51,164	42,714
Rambler	13,498	.....
Total	175,722	135,328
OLDSMOBILE 6	32,208	87,361
V8	340,311	181,990
Total	372,519	269,351
PACKARD 6	.....	427
8 and 8 Deluxe	64,675	77,809
Super 8	6,692	15,221
Custom 8	1,788	4,314
Total	73,155	97,771
PLYMOUTH 6	547,367	527,915
PONTIAC 6	104,919	71,890
8	335,609	249,053
Total	440,528	321,033
STUDEBAKER 6 Champion	212,033	135,091
6 Commander	51,642	64,369
V8 Commander	4,554	.....
Total	268,229	199,460
WILLYS-OVERLAND 4	24,481	20,523
6	9,445	8,053
Total	33,926	28,576
MISCELLANEOUS Domestic	2,375	1,539
Foreign	16,336	12,251
Total	18,711	13,790
GRAND TOTAL	6,326,438	4,838,342

Cylinder Group Summary

	1950	1949
4 Cylinders	55,126	44,483
6 Cylinders	3,576,006	2,847,742
8 Cylinders	2,695,306	1,946,112
Total	6,326,438	4,838,342

Price Group Summary

	1950	1949
Low Price Group	3,544,347	2,646,393
Lower Medium Price Group	2,136,151	1,580,600
Upper Medium Price Group	586,571	541,740
High Price Group	59,369	69,609
Total	6,326,438	4,838,342

Maker Group Summary

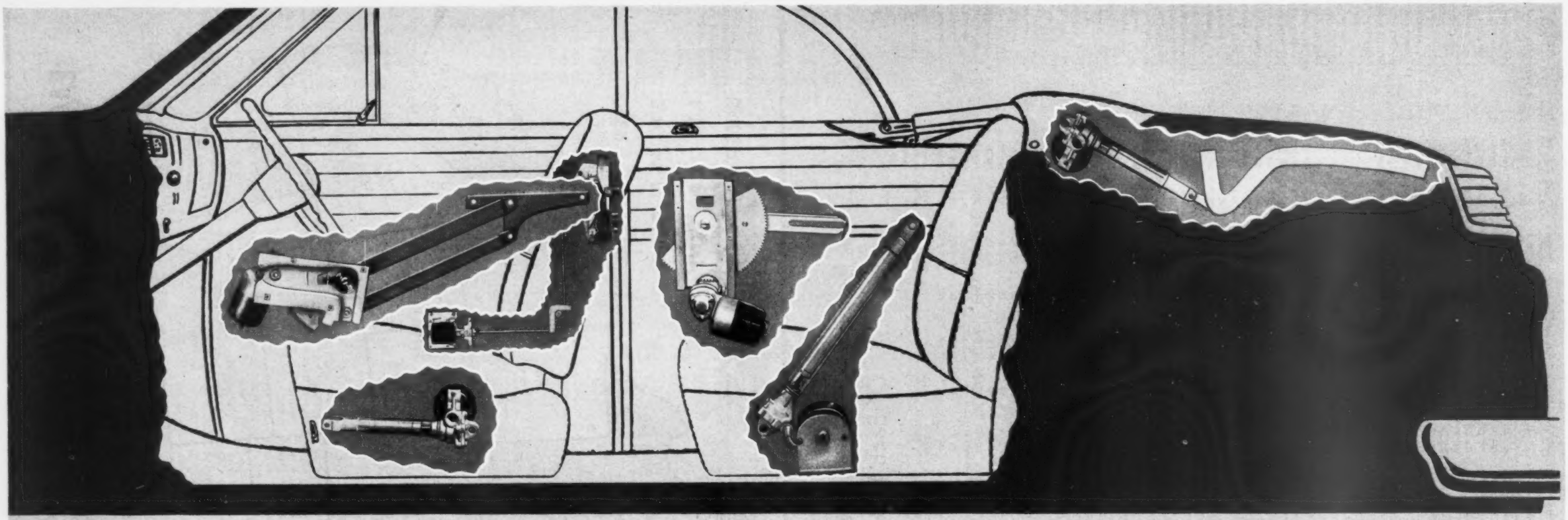
	1950	1949
Chrysler Corporation	1,113,794	1,035,272
Ford Motor Company	1,518,653	1,031,086
General Motors Corp.	2,871,078	2,075,155
Independents	806,577	684,578
Foreign	16,336	12,251
Total	6,326,438	4,838,342

Each Maker's Percentage Of Trucks on Road

(As of July 1, 1950-1949)

	Pct. 1950	1950 Pos.	Pct. 1949	1949 Pos.	Pct. Change
Chevrolet	30.90	1	30.08	1	+ .82
Ford	27.21	2	27.57	2	— .36
Dodge	11.58	3	11.81	3	— .23
International	11.39	4	11.65	4	— .26
GMC	6.04	5	5.62	5	+ .42
Studebaker	2.88	6	2.45	6	+ .43
Willys	2.36	7	2.16	7	+ .20
White	1.13	8	1.18	8	— .05
Mack	1.05	9	1.09	9	— .04
Diamond T	.88	10	.95	10	— .07
Plymouth	.68	11			
Reo	.68	12	.77	11	— .09
Divco	.43	13	.42	12	+ .01
Autocar	.36	14	.38	13	— .02
Brockway	.32	15	.34	15	— .02
Federal	.31	16	.36	14	— .05
Hudson	.12	17			
Crosley	.08	18	.09	16	— .01
FWD	.07	19	.07	17	
Sterling	.06	20	.06	18	
Pontiac	.05	21			
Kenworth	.04	22	.05	19	— .01
Miscellaneous	1.38		2.90		—1.52

Automotive News Compilation from R. L. Polk & Co. Data.



ALL ELECTRIC FINGER TIP CONTROLS

WINDOW REGULATORS
(Showing unit with electric motor, gear box and sector.)

SEAT ADJUSTERS
(Showing unit with electric motor and screw assembly.)

DOOR LOCKS
(Showing solenoid and control link to lock.)

QUARTER-WINDOW REGULATORS
(Showing unit with electric motor, gear box and sector.)

CONVERTIBLE TOP LIFTS
(Showing unit with electric motor coupled to screw-jack assembly with flexible shafting.)

REAR DECK LIFTS
(Showing unit with electric motor and screw assembly and hinge assembly.)

by Jacobs

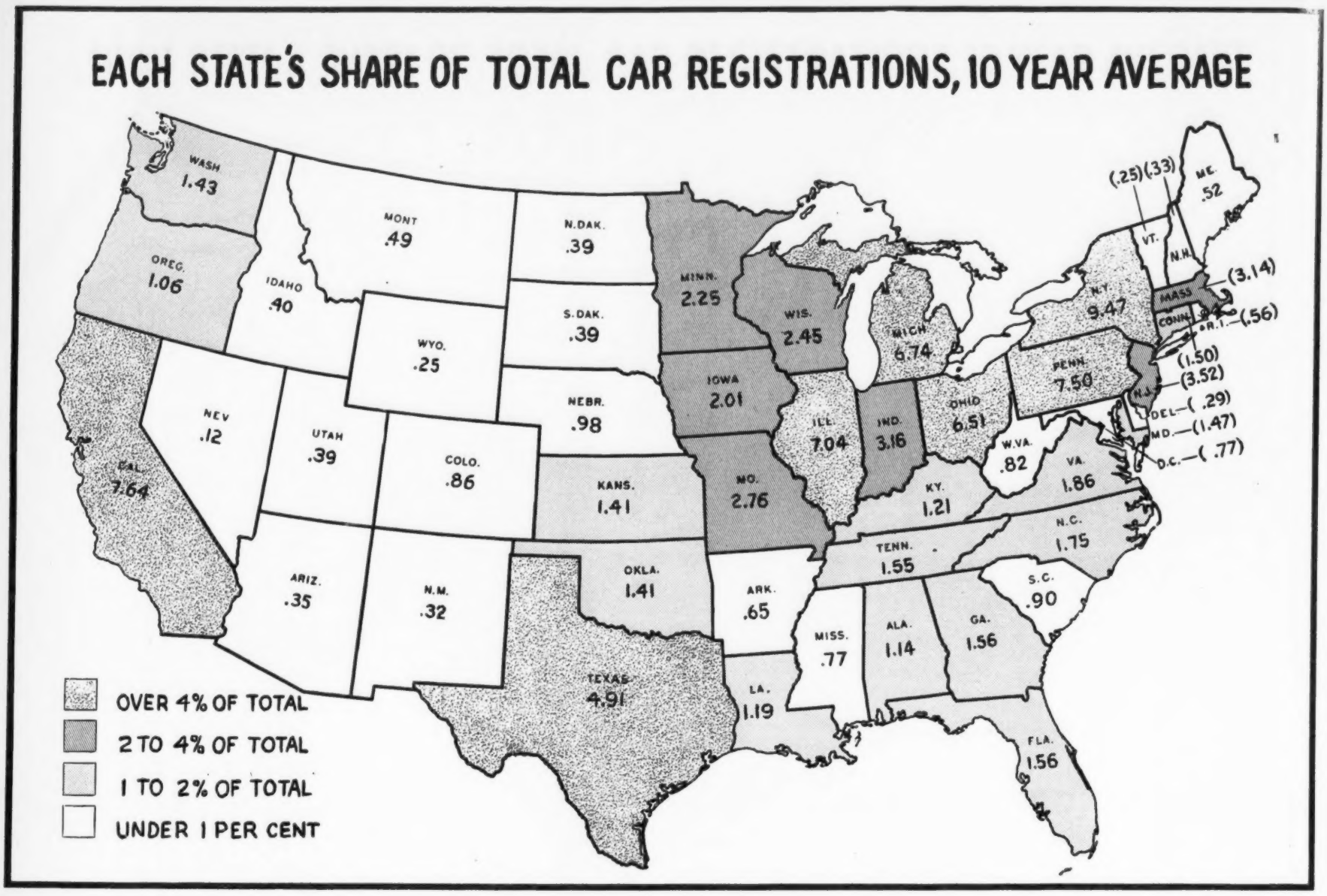
Designed for Some of America's Finest Automobiles

ALWAYS ready to meet its customers' requirements, the F. L. Jacobs Co. has developed finer and more efficient automotive equipment. Smooth, sure and silent in operation are these New Electric Seat Adjusters . . . Electric Window Regulators . . . Electric Door Locks . . . Electric Quarter-Window Regulators . . . Electric Convertible-Top Lifts and Electric Rear Deck Lifts.

F. L. JACOBS CO. MAIN PLANT 1043 SPRUCE STREET, DETROIT 1, MICHIGAN

— DIVISIONS —

PARTS MANUFACTURING DIV. Traverse City, Michigan
GRAND RAPIDS METALCRAFT DIV., Grand Rapids, Michigan
DANVILLE PLANT, Danville, Illinois
CONTINENTAL DIE CASTING CORP. Detroit, Michigan
PLANT #2, Holly, Michigan



New Passenger Car Registrations, 1937-1950, Showing Percentage Of Each State to Total Registration

STATES	1950 Regis-trations	% of Total	1949 Regis-trations	% of Total	1948 Regis-trations	% of Total	1947 Regis-trations	% of Total	1946 Regis-trations	% of Total	1941 Regis-trations	% of Total	1940 Regis-trations	% of Total	1939 Regis-trations	% of Total	1938 Regis-trations	% of Total	1937 Regis-trations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	79,156	1.25	58,273	1.20	40,432	1.16	35,508	1.21	21,850	1.21	42,453	1.138	36,326	1.060	30,657	1.16	19,427	1.03	34,936	1.02	39,902	1.14
Arizona	26,570	.42	20,995	.43	12,994	.37	10,665	.34	5,711	.32	11,603	.311	10,943	.322	8,191	.31	6,738	.36	12,562	.36	12,697	.35
Arkansas	47,003	.74	34,030	.70	21,319	.61	19,786	.63	10,817	.60	23,873	.640	21,916	.642	19,859	.75	12,244	.65	19,793	.58	23,064	.65
California	519,999	8.22	389,544	8.05	272,209	7.80	253,341	8.00	136,419	7.52	276,649	7.414	250,894	7.344	187,720	7.08	148,011	7.82	246,075	7.15	268,086	7.64
Colorado	58,953	.93	42,770	.88	27,942	.80	25,958	.82	13,346	.74	28,054	.752	27,668	.812	24,630	.93	17,699	.98	32,505	.93	29,952	.86
Connecticut	86,097	1.36	66,278	1.37	50,745	1.45	48,782	1.54	27,797	1.53	64,606	1.732	65,821	1.663	38,859	1.46	26,283	1.39	51,268	1.47	51,754	1.50
Delaware	17,421	.28	14,655	.30	9.996	.29	8.846	.28	5,243	.28	11,371	.305	9,962	.293	7,649	.29	5,429	.29	9,748	.28	10,032	.29
Florida	116,904	1.85	84,238	1.74	53,746	1.54	49,009	1.55	26,680	1.47	57,598	1.544	55,146	1.614	42,462	1.60	26,102	1.38	43,445	1.27	55,533	1.56
Georgia	113,923	1.80	80,886	1.67	59,703	1.65	53,432	1.68	25,102	1.39	59,300	1.589	52,400	1.534	41,125	1.55	26,319	1.34	48,823	1.40	56,001	1.56
Idaho	27,355	.43	23,211	.48	14,554	.42	12,093	.38	6,106	.37	13,842	.371	13,120	.384	9,890	.37	6,883	.36	14,139	.41	14,119	.40
Illinois	417,871	6.61	345,156	7.13	241,231	6.91	218,536	6.90	122,081	6.72	274,142	7.347	245,552	7.189	193,235	7.28	133,914	7.08	150,205	7.20	244,192	7.04
Indiana	200,112	3.16	148,827	3.08	101,128	2.90	97,223	3.10	55,679	3.07	122,224	3.276	113,479	3.322	84,494	3.18	56,339	2.98	123,972	3.50	110,345	3.16
Iowa	128,114	2.02	102,183	2.11	68,947	1.98	54,837	1.73	33,008	1.82	66,508	1.782	65,617	1.922	59,666	2.25	47,489	2.51	68,196	1.94	69,457	2.01
Kansas	91,572	1.45	74,760	1.55	48,970	1.40	40,864	1.29	23,635	1.30	49,776	1.334	46,598	1.364	34,687	1.31	27,301	1.44	56,315	1.62	49,448	1.41
Kentucky	78,897	1.25	61,597	1.27	43,082	1.23	38,144	1.22	23,291	1.28	42,011	1.126	38,956	1.142	30,806	1.16	22,906	1.21	41,391	1.18	42,108	1.21
Louisiana	81,231	1.28	65,820	1.36	44,925	1.29	35,525	1.12	19,747	1.08	43,504	1.166	37,673	1.105	32,580	1.23	24,842	1.31	34,084	.98	41,993	1.19
Maine	29,175	.46	23,140	.48	17,298	.51	15,690	.50	8,473	.47	20,043	.537	19,316	.566	14,204	.54	11,038	.58	20,048	.58	17,843	.52
Maryland	93,227	1.47	69,985	1.45	52,762	1.52	48,034	1.52	26,309	1.45	56,579	1.516	51,319	1.502	39,389	1.48	27,331	1.45	46,371	1.32	51,131	1.47
Massachusetts	166,815	2.64	133,288	2.75	102,244	2.93	97,447	3.08	63,188	3.48	125,603	3.366	110,599	3.238	92,480	3.49	63,682	3.37	115,603	3.29	107,095	3.14
Michigan	430,321	6.80	321,421	6.64	250,853	7.19	246,973	7.80	141,115	7.77	258,733	6.934	226,696	6.638	163,017	6.14	87,184	4.61	241,156	6.89	236,738	6.74
Minnesota	153,203	2.42	107,435	2.22	76,781	2.20	60,567	1.91	37,325	2.05	77,038	2.065	73,653	2.158	60,771	2.29	52,667	2.79	82,874	2.36	78,231	2.25
Mississippi	50,797	.80	40,163	.83	28,242	.81	26,382	.83	13,783	.76	26,931	.722	26,747	.783	22,302	.84	13,670	.72	22,646	.65	27,166	.77
Missouri	174,394	2.76	131,269	2.71	93,266	2.68	84,905	2.68	49,606	2.74	102,684	2.752	96,901	2.839	76,705	2.89	55,543	2.93	89,965	2.58	95,524	2.76
Montana	31,249	.50	23,681	.49	18,014	.52	15,300	.48	7,015	.39	17,142	.459	16,697	.489	13,523	.51	10,154	.54	18,062	.52	17,084	.49
Nebraska	67,964	1.07	51,105	1.06	35,234	1.02	28,654	.92	16,786	.93	32,452	.870	28,935	.849	25,715	.97	22,319	1.18	33,640	.96	34,280	.98
Nevada	7,672	.12	6,607	.14	5,028	.14	4,597	.02	2,105	.12	4,398	.118	4,075	.119	3,282	.12	2,576	.14	4,767	.14	4,511	.12
New Hampshire	19,154	.30	15,162	.31	10,539	.30	10,790	.34	5,099	.28	13,270	.356	13,377	.393	10,328	.39	7,062	.37	12,961	.38	11,774	.33
New Jersey	210,785	3.33	165,842	3.43	116,945	3.35	106,585	3.38	63,874	3.51	134,584	3.607	127,338	3.728	96,049	3.62	70,764	3.74	122,103	3.46	121,487	3.52
New Mexico	23,289	.36	17,571	.36	10,897	.31	8,969	.28	4,685	.26	10,244	.275	10,039	.294	8,315	.31	6,393	.34	10,781	.38	11,118	.32
New York	542,195	8.57	415,634	8.59	338,254	9.69	308,710	9.75	183,070	10.08	331,730	8.891	320,806	9.392	264,287	9.96	194,049	10.26	329,951	9.49	322,868	9.47
North Carolina	119,477	1.89	93,514	1.93	59,584	1.71	54,756	1.73	30,648	1.68	65,727	1.761	56,760	1.663	46,160	1.74	33,922	1.79	55,341	1.58	61,589	1.75
North Dakota	27,549	.44	22,905	.47	13,359	.38	11,894	.38	6,046	.34	13,621	.365	12,358	.363	9,805	.37	8,620	.46	12,060	.34	13,822	.39
Ohio	388,389	6.14	302,830	6.26	220,248	6.31	215,359	6.80	124,689	6.86	256,034	6.862	233,439	6.834	167,526	6.31	105,439	5.57	250,192	7.19	226,415	6.51
Oklahoma	90,591	1.43	65,563	1.36	44,942	1.29	39,119	1.24	24,510	1.35	46,226	1.239	45,966	1.346	39,627	1.49	34,343	1.82	51,580	1.48	48,247	1.41
Oregon	72,261	1.14	55,212	1.14	39,655	1.14	34,121	1.08	17,520	.97	41,558	1.114	34,358	1.006	25,574	.96	18,769	1.0	35,915	1.06	37,494	1.06
Pennsylvania	435,035	6.88	336,446	6.95	257,764	7.38	228,733	7.22	137,695	7.58	289,285	7.753	274,035	8.023	196,201	7.39	140,332	7.4	293,909	8.45	258,944	7.50
Rhode Island	32,884	.52	24,463	.51	19,816	.57	18,261	.58	10,052	.53	22,337	.599	19,509	.572	16,306	.61	10,483	.55	20,499	.59	19,461	.56
South Carolina	58,073	.92	45,543	.95	30,599	.88	28,705	.92	16,635	.92	35,611	.954	30,432	.892	25,100	.95	15,748	.83	26,959	.77	31,341	.90
South Dakota	28,158	.45	22,215	.46	14,338	.41	10,808	.34	6,281	.34	12,451	.334	12,296	.360	10,589	.40	7,911	.42	12,728	.36	13,778	.39
Tennessee	105,144	1.66	78,850	1.64	60,141	1.72	59,732	1.89	30,689	1.69	56,115	1.504	49,922	1.462	37,468	1.41	24,973	1.32	42,320	1.22	54,535	1.55
Texas	366,050	5.79	243,837	5.04	168,379	4.82	139,780	4.42	88,069	4.85	174,314	4.672	160,056	4.686	132,313	4.99	103,817	5.5	150,093	4.30	172,671	4.91
Utah	27,670	.44	21,366	.44	13,874	.40	12,278	.39	6,280	.35	13,156	.353	12,689	.372	10,038	.38	7,045	.37	14,358	.41	13,875	.39
Vermont	13,554	.22	13,355	.28	8,991	.26	8,164	.26	4,167	.23	10,204	.273	8,792	.259	6,666	.25	4,687	.25	8,799	.25	8,738	.25
Virginia	130,886	2.07	104,106	2.15	73,515	2.11	67,435	2.13	31,573	1.74	73,808	1.978	57,840	1.693	42,172	1.59	31,204	1.65	50,768	1.45	66,331	1.86
Washington	91,061	1.44	74,241	1.54	54,109	1.55	47,711	1.51	25,565	1.40	58,613	1.571	46,497	1.362	33,316	1.26	23,935	1.26	49,699	1.42	50,475	1.43
West Virginia	45,807	.72	36,293	.75	25,098	.72	22,882	.72	13,432	.74	33,166	.889	31,102	.912	22,955	.87	16,483	.87	35,679	1.02	28,290	.82
Wisconsin	151,161	2.39	120,845	2.50	84,224	2.41	71,116	2.25	44,608	2.46	91,109	2.442	83,340	2.442	61,873	2.33	48,872	2.58	97,241	2.75	85,439	2.45
Wyoming	17,804	.28	12,023	.25	8,766	.25	7,049	.22	3,834	.21	8,700	.233	7,775	.228	7,174	.27	5,136	.27	8,968	.26	8,723	.25
District of Columbia	33,466	.53	29,209	.60	25,270	.72	23,186	.73	14,048	.77	30,186	.809	29,170	.825	25,637	.97	17,944	.94	28,257	.81	25,637	.77
TOTAL	6,326,438	100%	4,838,342	100%	3,490,952	100%	1,815,196	100%	1,815,196	100%	3,731,166	100%	3,415,905	100%	2,653,377	100%	1,891,021	100%	3,483,752	100%	3,481,338	100%

New Car and Truck Registrations . . .

Percentage of Year's Total Sales for Each Month, 1938-1950

New Passenger Car Registrations in U. S.

	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	1939 Registrations	% of Total	1938 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	381,562	6.03	273,161	5.65	274,978	7.88	209,063	6.60	N.A.	....	297,558	7.97	260,216	7.6	203,212	7.66	145,765	7.7	*255,689	*7.14
February	408,990	6.46	258,218	5.34	249,781	7.16	214,333	6.77	N.A.	....	199,701	8.03	224,625	6.6	164,942	6.22	120,359	6.4	*242,618	*6.62
March	495,885	7.84	360,584	7.45	311,650	8.93	264,714	8.36	N.A.	....	419,396	11.24	312,371	9.2	248,038	9.35	181,222	9.6	*324,232	*9.00
April	471,215	7.45	390,932	8.08	330,555	9.45	290,226	9.16	N.A.	....	488,460	13.09	353,239	10.4	268,335	10.11	192,241	10.1	*348,153	*9.73
May	488,363	7.72	446,251	9.22	255,638	7.32	286,719	9.06	N.A.	....	514,478	13.79	345,748	10.1	280,834	10.59	178,052	9.4	*349,510	*9.65
June	583,937	9.23	432,470	8.94	246,926	7.08	269,863	8.52	N.A.	....	443,470	11.89	318,615	9.3	243,741	9.18	156,384	8.3	*336,926	*9.05
July	609,926	9.64	448,477	9.27	291,206	8.34	263,167	8.30	172,961	9.51	391,795	10.50	315,246	9.2	229,308	8.64	148,896	7.9	318,998	9.03
August	683,995	10.81	478,556	9.89	317,788	9.10	264,866	8.36	199,316	10.98	246,595	6.61	211,031	6.2	182,633	6.88	127,954	6.7	301,415	8.39
September	625,755	9.89	459,647	9.50	296,339	8.49	251,655	7.94	219,281	12.08	125,293	3.36	148,000	4.3	141,633	5.34	93,269	4.9	262,319	7.31
October	580,373	9.17	465,765	9.63	291,442	8.35	281,428	8.89	225,180	12.40	165,485	4.43	290,495	8.5	212,586	8.01	119,053	6.3	292,423	8.41
November	444,193	7.02	409,702	8.47	313,230	8.97	258,934	8.18	230,424	12.70	164,747	4.42	301,430	8.8	231,571	8.73	200,853	10.6	283,898	8.65
December	552,259	8.74	414,579	8.56	311,419	8.92	312,263	9.86	274,735	15.14	174,188	4.67	334,889	9.8	246,544	9.29	226,973	12.1	316,428	9.68
Total	6,326,438	100%	4,838,342	100%	3,490,952	100%	3,167,231	100%	1,815,196¶	....	3,731,166	100%	3,415,905	100%	2,653,377	100%	1,891,021	100%		

New Truck Registrations in U. S.

	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	1939 Registrations	% of Total	1938 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	67,925	5.95	66,423	6.90	69,486	6.72	62,477	7.10	N.A.	....	50,830	7.93	45,026	8.1	37,715	7.75	31,995	8.8	*53,985	*7.41
February	71,698	6.28	67,537	7.02	74,326	7.18	63,752	7.25	N.A.	....	50,124	7.82	40,729	7.3	34,102	7.01	27,551	7.5	*53,727	*7.17
March	36,266	8.43	87,165	9.06	94,806	9.16	79,344	9.03	N.A.	....	62,413	9.74	52,290	9.4	45,083	9.26	37,255	10.2	*69,328	*9.28
April	92,241	8.06	78,857	8.20	108,168	10.44	85,148	9.69	40,920	6.55	64,236	10.03	54,846	9.8	46,063	9.46	35,682	9.8	67,351	9.11
May	90,786	7.95	86,375	8.98	100,614	9.72	76,901	8.75	56,285	9.00	64,177	10.02	50,543	9.0	45,381	9.32	32,937	9	67,111	9.08
June	91,512	8.01	79,069	8.22	87,117	8.42	65,458	7.45	46,488	7.44	62,265	9.72	42,533	7.6	40,482	8.32	30,647	8.4	60,619	8.18
July	117,040	10.25	76,866	7.99	94,036	9.08	71,647	8.15	53,657	8.58	67,412	10.52	49,053	8.8	44,747	9.19	33,475	9.2	67,548	9.08
August	126,533	11.08	85,539	8.89	91,923	8.88	75,912	8.63	62,820	10.05	56,191	8.77	47,472	8.5	43,523	8.94	34,231	9.4	69,349	9.24
September	113,784	9.97	89,251	9.28	85,108	8.22	69,899	7.95	69,514	11.13	43,892	6.85	37,143	6.6	32,983	6.78	26,570	7.3	63,127	8.23
October	101,169	8.84	86,375	8.98	84,284	8.14	87,167	9.92	74,708	11.95	41,352	6.46	47,909	8.6	37,923	7.79	19,589	5.4	64,496	8.45
November	84,167	7.37	79,699	8.29	75,024	7.25	73,737	8.38	63,978	10.23	36,799	5.74	44,444	7.9	41,286	8.48	23,943	6.5	58,120	7.80
December	89,186	7.81	78,805	8.19	70,282	6.79	67,690	7.70	69,453	11.11	41,006	6.40	47,162	8.4	37,460	7.70	31,474	8.5	59,169	8.07
Total	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	625,249†	....	640,697	100%	559,150	100%	486,748	100%	365,349	100%		

Combined Car and Truck Registrations in U. S.

	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	1939 Registrations	% of Total	1938 Registrations	% of Total	9 Yr. Average	Av. % Over 9 Yrs.
January	449,487	6.02	339,584	5.85	344,464	7.62	271.540	6.71	N.A.	....	348,388	7.97	305,242	7.7	240,927	7.67	177,760	7.9	*309,674	*7.18
February	480,688	6.44	325,755	5.62	324,107	7.16	278,085	6.87	N.A.	....	349,825	8.00	365,354	6.7	199,044	6.34	147,910	6.6	*296,345	*6.72
March	592,151	7.93	447,749	7.72	406,456	8.98	344,058	8.50	N.A.	....	481,809	11.02	364,661	9.2	293,121	9.34	218,777	9.7	*393,598	*9.05
April	563,456	7.54	469,789	8.10	438,723	9.69	375,374	9.28	N.A.	....	552,696	12.64	408,085	10.3	314,398	10.01	227,923	10	*418,805	*9.69
May	579,149	7.75	532,626	9.18	356,252	7.87	363,620	8.99	N.A.	....	578,655	13.24	396,291	10.0	326,215	10.39	210,989	9.4	*417,975	*9.60
June	675,449	9.04	511,539	8.82	334,043	7.38	335,321	8.29	N.A.	....	505,735	11.57	361,148	9.1	284,223	9.05	187,031	8.3	*399,311	*8.94
July	726,966	9.73	525,343	9.06	385,242	8.51	334,814	8.27	226,618	9.29	459,207	10.50	364,299	9.1	274,055	8.73	182,371	8.1	386,546	9.03
August	810,528	10.85	564,095	9.73	409,711	9.05	340,778	8.42	262,136	10.74	302,786	6.93	258,503	6.5	226,156	7.20	162,185	7.2	370,764	8.51
September	739,539	9.90	548,898	9.46	381,447	8.43	321,554	7.95	288,845	11.84	169,185	3.87	185,143	4.6	174,616	5.56	119,839	5.3	325,446	7.43
October	681,542	9.12	552,140	9.52	375,726	8.30	368,595	9.11	299,888	12.29	206,837	4.73	338,404	8.5	250,509	7.98	138,642	6.1	356,919	8.41
November	528,360	7.09	489,401	8.44	388,254	8.58	332,671	8.22	294,402	12.06	201,546	4.61	345,874	8.7	272,857	8.69	224,796	10	342,018	8.49
December	641,445	8.59	493,384	8.50	381,701	8.43	379,953	9.39	344,188	14.10	215,194	4.92	382,051	9.6	284,004	9.04	258,447	11.4	375,597	9.33
Total	7,468,745	100%	5,800,303	100%	4,526,126	100%	4,046,363	100%	2,440,445‡	....	4,371,863	100%	3,975,055	100%	3,140,125	100%	2,256,370	100%		

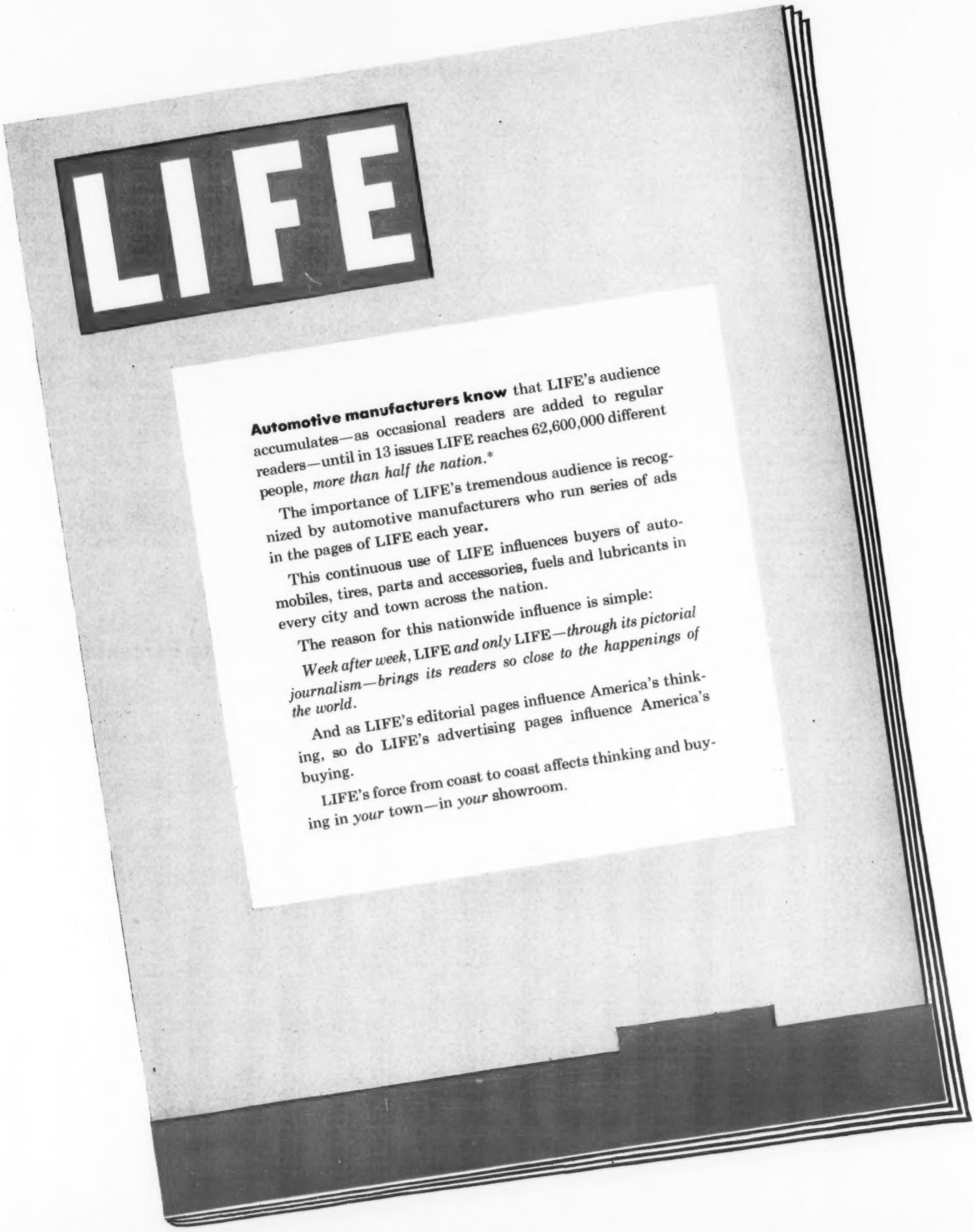
¶ Includes 493,299 cars registered in first half.
† Includes 87,376 trucks registered in first quarter.
‡ Includes 724,368 cars and trucks registered in first half.

N.A.: Not available.
* Average for 8 years.

New Commercial Car Registrations, 1937-1950, Showing Percentage Of Each State to Total Registration

States	1950 Registrations	% of Total	1949 Registrations	% of Total	1948 Registrations	% of Total	1947 Registrations	% of Total	1946 Registrations	% of Total	1941 Registrations	% of Total	1940 Registrations	% of Total	1939 Registrations	% of Total	1938 Registrations	% of Total	1937 Registrations	% of Total	10-Year Average	Av. % over 10 Yrs.
Alabama	25,187	2.20	21,674	2.25	22,309	2.16	17,615	2.00	15,705	2.52	15,260	2.382	12,572	2.25	11,978	2.46	7,041	1.93	12,874	2.1	16,223	2.23
Arizona	6,980	.61	5,744	.60	6,042	.58	4,811	.55	3,424	.55	3,468	.541	2,600	.46	2,478	.52	2,051	.56	3,659	.59	4,126	.56
Arkansas	24,086	2.11	21,969	2.28	18,289	1.86	14,563	1.66	10,598	1.70	13,636	2.128	10,531	1.88	9,200	1.89	5,909	1.62	10,836	1.75	13,962	1.89
California	66,685	5.84	55,036	5.72	64,009	6.18	58,653	6.67	41,437	6.63	39,453	6.158	30,945	5.53	25,656	5.27	23,846	6.53	36,901	5.97	44,262	6.05
Colorado	15,101	1.32	12,569	1.30	12,285	1.19	9,490	1.08	5,412	.87	6,502	1.015	6,069	1.09	5,935	1.22	4,771	1.31	8,411	1.36	8,655	1.18
Connecticut	9,199	.81	7,212	.75	9,903	.96	8,665	.99	6,089	.97	7,735	1.207	6,811	1.22	5,466	1.12	4,422	1.21	7,767	1.26	7,327	1.05
Delaware	3,076	.27	2,867	.30	3,238	.31	2,733	.31	1,746	.28	1,983	.310	1,603	.29	1,486	.30	1,161	.32	1,882	.31	2,178	.30
Florida	24,686	2.16	19,769	2.06	19,557	1.88	18,383	2.09	13,412	1.15	12,197	1.904	12,149	2.17	9,375	1.93	6,540	1.79	10,722	1.73	14,679	1.89
Georgia	33,464	2.93	27,354	2.84	28,207	2.73	20,499	2.33	13,446	2.15	15,742	2.457	13,879	2.48	11,702	2.40	6,818	1.87	12,998	2.10	18,411	2.43
Idaho	8,387	.73	8,091	.84	8,258	.80	6,110	.70	3,643	.58	4,359	.680	3,811	.68	3,346	.69	2,613	.72	4,454	.72	5,307	.71
Illinois	50,681	4.44	51,130	5.32	52,646	5.09	45,457	5.17	31,393	5.02	31,692	4.947	29,234	5.23	25,353	5.21	18,055	4.94	30,451	4.92	36,609	5.04
Indiana	32,453	2.84	26,062	2.71	27,196	2.63	25,755	2.93	16,534	2.64	19,347	3.020	16,465	2.94	16,857	3.46	9,899	2.71	18,269	2.95	20,884	2.88
Iowa	27,722	2.43	25,823	2.68	26,358	2.54	20,835	2.37	14,058	2.25	14,585	2.276	13,709	2.45	12,245	2.51	8,940	2.45	12,449	2.01	17,672	2.41
Kansas	21,599	1.89	22,234	2.31	22,246	2.15	16,657	1.93	12,154	1.94	12,508	1.952	9,617	1.72	7,079	1.45	7,960	2.18	12,409	2.00	14,476	1.95
Kentucky	24,307	2.13	21,116	2.20	22,170	2.14	17,193	1.96	11,729	1.88	11,395	1.779	9,943	1.78	8,908	1.83	7,214	1.98	11,597	1.88	14,557	1.96
Louisiana	20,573	1.80	18,684	1.94	16,061	1.54	12,653	1.44	9,143	1.45	9.907	1.546	9,313	1.67	8,185	1.68	6,155	1.68	10,111	1.63	12,079	1.64
Maine	7,030	.62	6,032	.63	7,497	.72	7,683	.87	4,773	.76	5,646	.881	5,171	.92	4,317	.89	3,315	.91	5,658	.92	5,712	.81
Maryland	12,547	1.10	9.954	1.03	13,267	1.28	12,412	1.40	8,554	1.37	9,138	1.426	7,386	1.32	6,307	1.29	4,741	1.30	7,763	1.26	9,207	1.28
Massachusetts	18,279	1.60	12,698	1.32	17,878	1.73	17,695	2.01	14,915	2.39	15,211	2.374	14,017	2.51	12,931	2.66	9,459	2.59	16,235	2.62	14,932	2.18
Michigan	47,241	4.14	35,257	3.67	39,568	3.81	33,553	3.82	24,203	3.87	22,186	3.463	21,417	3.83	17,704	3.64	11,268	3.08	24,549	3.97	27,695	3.73
Minnesota	26,554	2.32	22,555	2.34	23,996	2.31	17,108	1.95	13,453	2.15	13,103	2.045	12,383	2.21	10,528	2.16	8,674	2.37	13,555	2.19	16,191	2.22
Mississippi	21,424	1.88	18,663	1.94	18,093	1.75	15,264	1.74	12,297	1.97	10,408	1.624	10,374	1.86	8,472	1.74	5,826	1.59	11,176	1.82	13,200	1.79
Missouri	38,586	3.37	31,915	3.32	31,611	3.04	27,631	3.14	21,826	3.49	22,135	3.455	19,510	3.49	16,338	3.36	11,718	3.20	19,170	3.2	24,044	3.32
Montana	10,102	.88	9,714	1.01	10,453	1.01	8,243	.94	4,414	.71	5,544	.865	5,156	.92	4,561	.94	4,112	1.13	5,044	.82	6,734	.92
Nebraska	18,130	1.59	17,030	1.77	16,664	1.61	12,082	1.37	8,283	1.32	7,754	1.210	6,018	1.08	5,449	1.12	4,664	1.28	6,202	1.0	10,228	1.34
Nevada	1,781	.16	1,788	.19	1,654	.16	1,373	.16	1,136	.18	1,130	.176	1,056	.19	876	.18	731	.20	1,167	.19	1,268	.18
New Hampshire	3,714	.33	3,147	.33	3,838	.37	3,749	.43	1,838	.29	2,879	.449	2,975	.53	2,748	.56	1,759	.48	3,022	.49	2,967	.43
New Jersey	27,549	2.42	23,158	2.41	25,219	2.44	22,604	2.57	17,666	2.83	16,909	2.639	14,379	2.51	12,725	2.61	11,791	3.23	18,446	2.98	19,045	2.66
New Mexico	8,797	.77	7,446	.77	6,082	.58	4,952	.56	3,113	.50	4,093	.639	3,684	.66	3,732	.77	2,911	.80	5,089	.82	4,990	.69
New York	57,800	5.06	47,784	4.97	62,446	6.03	56 259	6.40	43,836	7.01	36,203	5.651	34,731	6.21	32,109	6.60	26,456	7.24	41,922	6.78	43,955	6.19
North Carolina	31,904	2.79	27,551	2.86	28,054	2.70	24,445	2.78	15,196	2.43	18,078	2.822	14,409	2.58	12,867	2.64	9,309	2.55	15,691	2.53	19,750	2.67
North Dakota	7,632	.67	9,690	1.01	8,283	.80	6,151	.70	3,823	.61	4,671	.729	3.727	.67	2,740	.56	2,463	.67	3,193	.53	5,237	.69
Ohio	52,741	4.62	39,886	4.15	47,755	4.61	45 336	5.16	32,581	5.21	30,389	4.743	26,241	4.69	22,536	4.63	15,261	4.18	28,440	4.6	34,117	4.66
Oklahoma	27 332	2.39	23,677	2.46	22,544	2.18	18,392	2.18	13,346	2.13	13,844	2.160	11,034	1.97	10,198	2.09	8,956	2.45	14,702	2.37	16,401	2.24
Oregon	15,223	1.33	12,865	1.34	15,560	1.50	12,184	1.39	7,465	1.19	8,973	1.401	6,887	1.23	5,873	1.21	4,064	1.11	7,859	1.27	9,695	1.30
Pennsylvania	61,473	5.38	46,306	4.81	60,271	5.82	52 586	5.98	38,014	6.08	38,426	5.998	35 671	6.38	28,915	5.94	21,044	5.76	39,159	6.33	42,182	5.85
Rhode Island	3,825	.33	3,479	.36	4,600	.44	3,495	.40	2,606	.42	3,039	.474	2,619	.47	2,283	.47	1,531	.42	2,749	.44	3,023	.42
South Carolina	13,922	1.22	12,148	1.26	12,536	1.21	11,194	1.27	8,405	1.34	7,978	1.245	7,167	1.28	6,431	1.32	4,305	1.18	7,257	1.17	9,134	1.25
South Dakota	7,522	.66	8,074	.84	7,872	.76	5,549	.63	3 456	.55	3,538	.552	3,217	.58	2,752	.57	2,003	.55	2,659	.43	4,664	.61
Tennessee	33 279	2.91	26,682	2.77	26,756	2.58	23,206	2.64	15,603	2.50	13,901	2.170	12 367	2.21	9,732	2.00	6,476	1.77	10,799	1.74	17,880	2.33
Texas	99,053	8.67	71,650	7.45	67,737	6.54	55,182	6.28	41,275	6.60	44,296	6.914	37,317	6.67	33,426	6.87	25,882	7.08	40,905	6.62	51,672	6.98
Utah	6,263	.55	5,756	.60	5,968	.58	4 612	.52	2,680	.43	3,256	.508	2,830	.51	3,034	.62	1,984	.54	3,298	.56	3,968	.54
Vermont	3 001	.26	3,458	.36	4,294	.41	3,946	.45	2,482	.40	2,867	.447	2,313	.41	2,076	.43	1,228	.34	2,444	.40	2,811	.39
Virginia	24,541	2.15	21,648	2.25	23,530	2.27	22,555	2.57	14,224	2.27	15,938	2.488	12 230	2.19	10,391	2.13	7,906	2.16	12,928	2.2	16,589	2.27
Washington	15,201	1.33	14,048	1.46	18 054	1.74	13 780	1.57	9,148	1.46	10.672	1.666	8,416	1.51	7,149	1.47	5,416	1.48	10,222	1.65	11,211	1.53
West Virginia	11,558	1.01	10.451	1.09	12,082	1.17	9,019	1.03	6,639	1.06	8,570	1.338	7,713	1.38	6,604	1.36	4,694	1.28	9,269	1.5	8,660	1.22
Wisconsin	25,076	2.19	22,596	2.35	23,398	2.25	19,729	2.23	13,610	2.18	14,744	2.301	12,850	2.30	10,949	2.25	8,516	2.33	16,462	2.65	16,793	2.30
Wyoming	5,932	.52	4.567	.47	4.853	.47	3 492	.40	2,286	.37	2,503	.391	2,348	.42	2 232	.46	1,708	.47	2,627	.43	3,255	.44
District of Columbia	3,109	.27	2,954	.31	3,987	.39	3,299	.38	2,180	.35	2,906	.454	2,286	.41	2,514	.52	1,753	.48	2,857	.46	2,785	.40
TOTAL	1,142,307	100%	961,961	100%	1,035,174	100%	879,132	100%	625,249	100%	640,697	100%	559,150	100%	486,748	100%	365,349	100%	618,249	100%	731,402	100%

Four facts about 62,600,000 of first importance



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States' and Makers' Passenger Car Sales Figures

1950 Compared with 1949

Figures in this table are supplied by R. L. Polk & Co.

List of States in Order of VOLUME of Sales of Passenger Cars

STATE	1950	1950 Pos.	1949	1949 Pos.	Unit Gain	Pct. Gain
New York	542,195	1	415,634	1	126,561	30.45
California	519,999	2	389,544	2	130,455	33.48
Pennsylvania	435,035	3	336,446	4	98,589	29.30
Michigan	430,321	4	321,421	5	108,900	33.88
Illinois	417,871	5	345,156	3	72,715	21.07
Ohio	388,389	6	302,830	6	85,559	28.25
Texas	366,050	7	243,837	7	122,213	50.12
New Jersey	210,785	8	165,842	8	44,943	27.10
Indiana	200,112	9	148,827	9	51,285	34.47
Missouri	174,394	10	131,269	11	43,125	32.85
Massachusetts	166,815	11	133,288	10	33,527	25.16
Minnesota	153,203	12	107,435	13	45,768	42.60
Wisconsin	151,161	13	120,845	12	30,316	25.08
Virginia	130,886	14	104,106	14	26,780	25.72
Iowa	128,114	15	102,183	15	25,931	25.38
North Carolina	119,477	16	93,514	16	25,963	27.76
Florida	116,904	17	84,238	17	32,666	38.78
Georgia	113,923	18	80,886	18	33,037	40.85
Tennessee	105,144	19	78,850	19	26,294	33.35
Maryland	93,227	20	69,985	22	23,242	33.21
Kansas	91,572	21	74,760	20	16,812	22.49
Washington	91,061	22	74,241	21	16,820	22.66
Oklahoma	90,591	23	65,563	25	25,028	38.18
Connecticut	86,097	24	66,278	23	19,819	29.90
Louisiana	81,231	25	65,820	24	15,411	23.41
Alabama	79,156	26	58,273	27	20,883	35.84
Kentucky	78,897	27	61,597	26	17,300	28.08
Oregon	72,261	28	55,212	28	17,049	30.88
Nebraska	67,964	29	51,105	29	16,859	32.99
Colorado	58,953	30	42,770	31	16,183	37.84
South Carolina	58,073	31	45,543	30	12,530	27.51
Mississippi	50,797	32	40,163	32	10,634	26.48
Arkansas	47,003	33	34,030	34	12,973	38.12
West Virginia	45,807	34	36,293	33	9,514	26.21
District of Columbia	33,466	35	29,209	35	4,257	14.58
Rhode Island	32,884	36	24,463	36	8,421	34.43
Montana	31,249	37	23,681	37	7,568	31.96
Maine	29,175	38	23,140	39	6,035	26.08
South Dakota	28,158	39	22,215	41	5,943	26.75
Utah	27,670	40	21,366	42	6,304	29.50
North Dakota	27,549	41	22,905	40	4,644	20.28
Idaho	27,355	42	23,211	38	4,144	17.85
Arizona	26,570	43	20,995	43	5,575	26.55
New Mexico	23,289	44	17,571	44	5,718	32.54
New Hampshire	19,154	45	15,162	45	3,992	26.32
Wyoming	17,804	46	12,023	48	5,781	48.08
Delaware	17,421	47	14,655	46	2,766	18.87
Vermont	13,554	48	13,355	47	199	1.64
Nevada	7,672	49	6,607	49	1,065	16.12
TOTAL	6,326,438		4,838,342		1,488,096	30.76

List of States in Order of PERCENTAGE of Sales INCREASE of Passenger Cars

STATE	Pct. Gain	Unit Gain	Gain Pos.	1950	1950 Pos.	1949	1949 Pos.
Texas	50.12	122,213	1	366,050	7	243,837	7
Wyoming	48.08	5,781	2	17,804	46	12,023	48
Minnesota	42.60	45,768	3	153,203	12	107,435	13
Georgia	40.85	33,037	4	113,923	18	80,886	18
Florida	38.78	32,666	5	116,904	17	84,238	18
Oklahoma	38.18	25,028	6	90,591	23	65,563	25
Arkansas	38.12	12,973	7	47,003	33	34,030	34
Colorado	37.84	16,183	8	58,953	30	42,770	31
Alabama	35.84	20,883	9	79,156	26	58,273	27
Indiana	34.47	51,285	10	200,112	9	148,827	9
Rhode Island	34.43	8,421	11	32,884	36	24,463	36
Michigan	33.88	108,900	12	430,321	4	321,421	5
California	33.48	130,455	13	519,999	2	389,544	2
Tennessee	33.35	26,294	14	105,144	19	78,850	19
Maryland	33.21	23,242	15	93,227	20	69,985	22
Nebraska	32.99	16,859	16	67,964	29	51,105	29
Missouri	32.85	43,125	17	174,394	10	131,269	11
New Mexico	32.54	5,718	18	23,289	44	17,571	44
Montana	31.96	7,568	19	31,249	37	23,681	37
Oregon	30.88	17,049	20	72,261	28	55,212	28
New York	30.45	126,561	21	542,195	1	415,634	1
Connecticut	29.90	19,819	22	86,097	24	66,278	23
Utah	29.50	6,304	23	27,670	40	21,366	42
Pennsylvania	29.30	98,589	24	435,035	3	336,446	4
Ohio	28.25	85,559	25	388,389	6	302,830	6
Kentucky	28.08	17,300	26	78,897	27	61,597	26
North Carolina	27.76	25,963	27	119,477	16	93,514	16
South Carolina	27.51	12,530	28	58,073	31	45,543	30
New Jersey	27.10	44,943	29	210,785	8	165,842	8
South Dakota	26.75	5,943	30	28,158	39	22,215	41
Arizona	26.55	5,575	31	26,570	43	20,995	43
Mississippi	26.48	10,634	32	50,797	32	40,163	32
New Hampshire	26.32	3,992	33	19,154	45	15,162	45
West Virginia	26.21	9,514	34	45,807	34	36,293	33
Maine	26.08	6,035	35	29,175	38	23,140	39
Virginia	25.72	26,780	36	130,886	14	104,106	14
Iowa	25.38	25,931	37	128,114	15	102,183	15
Massachusetts	25.16	33,527	38	166,815	11	133,288	10
Wisconsin	25.08	30,316	39	151,161	13	120,845	12
Louisiana	23.41	15,411	40	81,231	25	65,820	24
Washington	22.66	16,820	41	91,061	22	74,241	21
Kansas	22.49	16,812	42	91,572	21	74,760	20
Illinois	21.07	72,715	43	417,871	5	345,156	3
North Dakota	20.28	4,644	44	27,549	41	22,905	40
Delaware	18.87	2,766	45	17,421	47	14,655	46
Idaho	17.85	4,144	46	27,355	42	23,211	38
Nevada	16.12	1,065	47	7,672	49	6,607	49
District of Columbia	14.58	4,257	48	33,466	35	29,209	35
Vermont	1.64	199	49	13,554	48	13,355	47
TOTAL		1,488,096		6,326,438		4,838,342	

Makers' Volume Gains

List of Passenger Car Manufacturers in Order of VOLUME of Sales, 1950-1949

	1950	1950 Pos.	1949	1949 Pos.	Unit Gain	Pct. Gain
Chevrolet	1,420,399	1	1,031,466	1	388,933	37.71
Ford	1,166,118	2	806,766	2	359,352	44.54
Plymouth	547,367	3	527,915	3	19,452	3.68
Buick	535,807	4	372,425	4	163,382	43.87
Pontiac	440,528	5	321,033	5	119,495	37.22
Oldsmobile	372,519	6	269,351	7	103,168	38.30
Mercury	318,217	7	186,629	9	131,588	70.51
Dodge	300,104	8	273,530	6	26,574	9.72
Studebaker	268,229	9	197,460	8	68,769	34.48
Nash	175,722	10	135,328	11	40,394	29.86
Chrysler	151,300	11	130,516	12	20,784	15.92
Hudson	134,219	12	137,907	10	— 3,688	— 2.67
DeSoto	115,023	13	103,311	13	11,712	11.34
Cadillac	101,825	14	80,880	15	20,945	25.90
Kaiser	85,832	15	57,995	16	27,837	47.99
Packard	73,155	16	97,771	14	— 24,616	—25.18
Lincoln	34,318	17	37,691	17	— 3,373	— 8.95
Willys	33,926	18	28,576	18	5,350	18.72
Henry J	14,339	19	.....	..	....	....
Frazer	11,884	20	15,827	19	— 3,943	—24.92
Crosley	6,896	21	10,175	20	— 3,279	—32.22
Austin	5,452	22	3,642	22	1,810	49.70
Anglia Prefect	1,869	23	5,087	21	— 3,218	—63.26
Miscellaneous	11,390		5,061		6,329	125.05
TOTAL	6,326,438		4,838,342		1,488,096	30.76

Makers' Percentage Gains

List of Passenger Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1950-1949

	Pct. Gain	Unit Gain	Gain Pos.	1950	1950 Pos.	1949	1949 Pos.
Mercury	70.51	131,588	1	318,217	7	186,629	9
Austin	49.70	1,810	2	5,452	22	3,642	22
Kaiser	47.99	27,837	3	85,832	15	57,995	16
Ford	44.54	359,352	4	1,166,118	2	806,766	2
Buick	43.87	163,382	5	535,807	4	372,425	4
Oldsmobile	38.30	103,168	6	372,519	6	269,351	7
Chevrolet	37.71	388,933	7	1,420,399	1	1,031,466	1
Pontiac	37.22	119,495	8	440,528	5	321,033	5
Studebaker	34.48	68,769	9	268,229	9	199,460	8
Nash	29.86	40,394	10	175,722	10	135,328	11
Cadillac	25.90	20,945	11	101,825	14	80,880	15
Willys	18.72	5,350	12	33,926	18	28,576	18
Chrysler	15.92	20,784	13	151,300	11	130,516	12
DeSoto	11.34	11,712	14	115,023	13	103,311	13
Dodge	9.72	26,574	15	300,104	8	273,530	6
Plymouth	3.68	19,452	16	547,367	3	527,915	3
Hudson	— 2.67	— 3,688	17	134,219	12	137,907	10
Lincoln	— 8.95	— 3,373	18	34,318	17	37,691	17
Frazer	—24.92	.. 3,943	19	11,884	20	15,827	19
Packard	—25.18	— 24,616	20	73,155	16	97,771	14
Crosley	—32.22	— 3,279	21	6,896	21	10,175	20
Anglia Prefect	—63.26	— 3,218	22	1,869	23	5,087	21
Henry J	....	.....	..	14,339	19	.....	
Miscellaneous	125.05	6,329		11,390		5,061	
TOTAL		1,488,096		6,326,438		4,838,342	

Each Maker's Share . . .

New Passenger Car Sales, 1950-1949

	Total Sales 1950	Pct. Share of 1950 Sales	Total Sales 1949	Pct. Share of 1949 Sales	1950 Pct. Pt. Gain or Loss
CHRYSLER CORP.	1,113,794	17.60	1,035,272	21.40	—3.80
Chrysler	151,300	2,39	130,516	2.70	—0.31
DeSoto	115,023	1.82	103,311	2.14	—0.32
Dodge	300,104	4.74	273,530	5.65	—0.91
Plymouth	547,367	8.65	527,915	10.91	—2.26
FORD MOTOR CO.	1,518,653	24.00	1,031,086	21.31	+2.69
Ford	1,166,118	18.43	806,766	16.68	+1.75
Lincoln	34,318	.54	37,691	.77	—0.23
Mercury	318,217	5.03	186,629	3.86	+1.17
GENERAL MOTORS	2,871,078	45.38	2,075,155	42.89	+2.49
Buick	535,807	8.47	372,425	7.70	+0.77
Cadillac	101,825	1,61	80,880	1.67	—0.06
Chevrolet	1,420,399	22.45	1,031,466	21.32	+1.13
Oldsmobile	372,519	5.89	269,351	5.57	+0.32
Pontiac	440,528	6.96	321,033	6.63	+0.33
KAISER-FRAZER	112,055	1.77	73,822	1.53	+0.24
Frazer	11,884	.19	15,827	.33	—0.14
Henry J	14,339	.23	.....	.....	.....
Kaiser	85,832	1.35	57,995	1.20	+0.15
ANGLIA-PREFECT	1,869	.03	5,087	.11	—0.08
AUSTIN	5,452	.09	3,642	.07	+0.02
CROSLEY	6,896	.11	10,175	.21	—0.10
HUDSON	134,219	2.12	137,907	2.85	—0.72
NASH	175,722	2.78	135,328	2.80	—0.02
PACKARD	73,155	1.16	97,771	2.02	—0.86
STUDEBAKER	268,229	4.24	199,460	4.12	+0.12
WILLYS	33,926	.54	28,576	.59	—0.05
MISCELLANEOUS	11,390	.18	5,061	.10	+0.08
TOTAL	6,326,438	100%	4,838,342	100%	

—Automotive News Compilations from R. L. Polk & Co. Data.

Final Standings . . .

1950 Car, Truck Registrations

Cars

1950 Pos.		Make	1949	Pos.
1—	1,420,399	Chev.	1,031,466	1
2—	1,166,118	Ford	806,766	2
3—	547,367	Plym.	527,915	3
4—	535,807	Buick	372,425	4
5—	440,528	Pontiac	321,033	5
6—	372,519	Olds.	269,351	7
7—	318,217	Mercury	186,629	9
8—	300,104	Dodge	273,530	6
9—	268,229	Stude.	199,460	8
10—	175,722	Nash	135,328	11
11—	151,300	Chrysler	130,516	12
12—	134,219	Hudson	137,907	10
13—	115,023	DeSoto	103,311	13
14—	101,825	Cadillac	80,880	15
15—	85,832	Kaiser	57,995	16
16—	73,155	Packard	97,771	14
17—	34,318	Lincoln	37,691	17
18—	33,926	Willys	28,576	18
19—	14,339	Henry J		
20—	11,884	Frazer	15,827	19
21—	6,896	Crosley	10,175	20
22—	5,452	Austin	3,642	22
23—	1,869	Ang.-Pref.	5,087	21
—	11,390	Misc.	5,061	
		Total All Makes		
	6,326,438		4,838,342	

Trucks

1950 Pos.		Make	1949	Pos.
1—	414,496	Chev.	345,519	1
2—	315,912	Ford	202,179	2
3—	99,716	Dodge	116,956	3
4—	97,818	Inter'l.	91,164	4
5—	97,200	GMC	80,407	5
6—	45,881	Stude.	55,099	6
7—	24,640	Willys	32,765	7
8—	12,050	White	8,318	8
9—	9,908	Mack	6,862	9
10—	5,675	Diam. T	5,172	10
11—	4,309	Diveo	3,577	12
12—	3,876	Reo	4,003	11
13—	2,384	Brockway	1,626	14
14—	2,072	Autocar	1,655	13
15—	1,469	Federal	1,225	15
16—	1,362	Pontiac	775	17
17—	673	Kenworth	396	18
18—	422	Crosley	871	16
19—	354	Sterling	229	20
20—	323	FWD	337	19
—	1,767	Misc.	2,826	
		Total All Makes		
	1,142,307		961,961	

Passenger-Car Factory Sales

By Body Types

1950	
4-Door Sedans	3,023,044
2-Door Sedans, Coaches, Coupes*	2,631,039
Hard-top Coupes and Sedans	590,000
Convertibles	206,000
Station Wagons	104,862
Business Coupes	98,577
Chassis	12,106
TOTAL	6,665,628
1949	
4-Door Sedans	2,519,894
2-Door Sedans, Coaches, Coupes*	2,192,825
Convertibles	215,635
Station Wagons	88,410
Business Coupes	82,355
Hard-top Coupes and Sedans	10,431
Chassis	9,916
TOTAL	5,119,466
1948	
4-Door Sedans	1,968,946
2-Door Sedans, Coaches, Coupes*	1,554,687
Convertibles	196,597
Station Wagons	102,463
Business Coupes	63,372
Chassis	23,205
TOTAL	3,909,270
1947	
4-Door Sedans	1,745,100
2-Door Sedans, Coaches, Coupes*	1,455,097
Convertibles	173,863
Business Coupes	82,944
Station Wagons	79,638
Chassis	21,536
TOTAL	3,558,178

*Except Business Coupes.

Source: Automobile Mfrs. Assn.

Alltime Record Sales Statistics

Totals in Operation (As of July 1, 1950)

Cars	35,922,286
Trucks	7,577,037

Average Annual Scrappage (1925 through 1950)

Cars	1,629,370
Trucks	269,305

Best New-Vehicle Sales Years

CARS

1950	6,326,438
1949	4,838,342
1929	3,880,206
1941	3,731,166
1948	3,490,952
1937	3,483,752

TRUCKS

1950	1,142,307
1948	1,035,174
1949	961,961
1947	879,132
1941	640,697
1946	625,249

Best New-Vehicle Sales Months

CARS

August, 1950	683,995
September, 1950	625,755
July, 1950	609,926
June, 1950	583,922
October, 1950	580,373
December, 1950	552,259
May, 1941	515,034

TRUCKS

August, 1950	126,533
July, 1950	117,040
September, 1950	113,784
April, 1948	108,168
October, 1950	101,169
May, 1948	100,614
March, 1950	96,266

Leading States, Vehicles in Operation (As of July 1, 1950)

CARS

California	3,593,316
New York	2,963,058
Pennsylvania	2,297,838
Illinois	2,183,578
Ohio	2,177,771
Michigan	1,869,074

TRUCKS

California	595,886
Texas	514,163
New York	417,801
Pennsylvania	399,219
Illinois	345,017
Michigan	248,933

States' and Makers' Truck Sales Figures

1950 Compared with 1949

List of States in Order of VOLUME

	1950	1950 Pos.	1949	1949 Pos.	Unit Gain	Pct. Gain
Texas	99,053	1	71,650	1	27,403	38.25
California	66,685	2	55,036	2	11,649	21.17
Pennsylvania	61,473	3	46,306	5	15,167	32.75
New York	57,800	4	47,784	4	10,016	20.96
Ohio	52,741	5	39,886	6	12,855	32.22
Illinois	50,681	6	51,130	3	— 449	— 0.88
Michigan	47,241	7	35,257	7	11,984	33.99
Missouri	38,586	8	31,915	8	6,671	20.90
Georgia	33,464	9	27,354	10	6,110	22.34
Tennessee	33,279	10	26,682	11	6,597	24.73
Indiana	32,453	11	26,062	12	6,391	24.52
North Carolina	31,904	12	27,551	9	4,353	15.80
Iowa	27,722	13	25,823	13	1,899	7.35
New Jersey	27,549	14	23,158	15	4,391	18.96
Oklahoma	27,332	15	23,677	14	3,655	15.44
Minnesota	26,554	16	22,555	17	3,999	17.73
Alabama	25,187	17	21,674	20	3,513	16.21
Wisconsin	25,076	18	22,596	16	2,480	10.98
Florida	24,686	19	19,769	23	4,917	24.87
Virginia	24,541	20	21,648	21	2,893	13.36
Kentucky	24,307	21	21,116	22	3,191	15.11
Arkansas	24,086	22	21,969	19	2,117	9.64
Kansas	21,599	23	22,234	18	— 635	— 2.86
Mississippi	21,424	24	18,663	25	2,761	14.80
Louisiana	20,573	25	18,684	24	1,889	10.11
Massachusetts	18,279	26	12,698	29	5,581	43.95
Nebraska	18,130	27	17,030	26	1,100	6.46
Oregon	15,223	28	12,865	28	2,358	18.33
Washington	15,201	29	14,048	27	1,153	8.20
Colorado	15,101	30	12,569	30	2,532	20.14
South Carolina	13,922	31	12,148	31	1,774	14.60
Maryland	12,547	32	9,954	33	2,593	26.05
West Virginia	11,558	33	10,451	32	1,107	10.59
Montana	10,102	34	9,714	34	388	3.99
Connecticut	9,199	35	7,212	39	1,987	27.55
New Mexico	8,797	36	7,446	38	1,351	18.14
Idaho	8,387	37	8,091	36	296	3.66
North Dakota	7,632	38	9,690	35	—2,058	—21.24
South Dakota	7,522	39	8,074	37	— 552	— 6.84
Maine	7,030	40	6,032	40	998	16.55
Arizona	6,980	41	5,744	42	1,236	21.51
Utah	6,263	42	5,756	41	507	8.81
Wyoming	5,932	43	4,567	43	1,365	29.88
Rhode Island	3,825	44	3,479	44	346	9.95
New Hampshire	3,714	45	3,147	46	567	18.01
District of Columbia	3,109	46	2,954	47	155	5.24
Delaware	3,076	47	2,867	48	209	7.29
Vermont	3,001	48	3,458	45	— 457	—13.22
Nevada	1,781	49	1,788	49	— 7	— 0.39
TOTAL	1,142,307		961,961		180,346	18.75

List of States in Order of PERCENTAGE of Sales INCREASE

	Pct. Gain	Unit Gain	Gain Pos.	1950	1950 Pos.	1949	1949 Pos.
Massachusetts	43.95	5,581	1	18,290	26	12,698	29
Texas	38.25	27,403	2	99,053	1	71,650	1
Michigan	33.99	11,984	3	47,241	7	35,257	7
Pennsylvania	32.75	15,167	4	61,473	3	46,306	5
Ohio	32.22	12,855	5	52,741	5	39,886	6
Wyoming	29.88	1,365	6	5,932	43	4,567	43
Connecticut	27.55	1,987	7	9,199	35	7,212	39
Maryland	26.05	2,593	8	12,547	32	9,954	33
Florida	24.87	4,917	9	24,686	19	19,769	23
Tennessee	24.73	6,597	10	33,279	10	26,682	11
Indiana	24.52	6,391	11	32,453	11	26,062	12
Georgia	22.34	6,110	12	33,464	9	27,354	10
Arizona	21.51	1,236	13	6,980	41	5,744	42
California	21.17	11,649	14	66,685	2	55,036	2
New York	20.96	10,016	15	57,800	4	47,784	4
Missouri	20.90	6,671	16	38,586	8	31,915	8
Colorado	20.14	2,532	17	15,101	30	12,569	30
New Jersey	18.96	4,391	18	27,549	14	23,158	15
Oregon	18.33	2,358	19	15,223	28	12,865	28
New Mexico	18.14	1,351	20	8,797	36	7,446	38
New Hampshire	18.01	567	21	3,714	45	3,147	46
Minnesota	17.73	3,999	22	26,554	16	22,555	17
Maine	16.55	998	23	7,030	40	6,032	40
Alabama	16.21	3,513	24	25,187	17	21,674	20
North Carolina	15.80	4,353	25	31,904	12	27,551	9
Oklahoma	15.44	3,655	26	27,332	15	23,677	14
Kentucky	15.11	3,191	27	24,307	21	21,116	22
Mississippi	14.80	2,761	28	21,424	24	18,663	25
South Carolina	14.60	1,774	29	13,922	31	12,148	31
Virginia	13.36	2,893	30	24,541	20	21,648	21
Wisconsin	10.98	2,480	31	25,076	18	22,596	16
West Virginia	10.59	1,107	32	11,558	33	10,451	32
Louisiana	10.11	1,889	33	20,573	25	18,684	24
Rhode Island	9.95	346	34	3,825	44	3,479	44
Arkansas	9.64	2,117	35	24,068	22	21,969	19
Utah	8.81	507	36	6,263	42	5,756	41
Washington	8.20	1,153	37	15,201	29	14,048	27
Iowa	7.35	1,899	38	27,722	13	25,823	13
Delaware	7.29	209	39	3,076	47	2,867	48
Nebraska	6.46	1,100	40	18,130	27	17,030	26
District of Columbia	5.24	155	41	3,109	46	2,954	47
Montana	3.99	388	42	10,102	34	9,714	34
Idaho	3.66	296	43	8,387	37	8,091	36
Nevada	— 0.39	— 7	44	1,781	49	1,788	49
Illinois	— 0.88	— 449	45	50,681	6	51,130	3
Kansas	— 2.86	— 635	46	21,599	23	22,234	18
South Dakota	— 6.84	— 552	47	7,522	39	8,074	37
Vermont	—13.22	— 457	48	3,001	48	3,458	45
North Dakota	—21.24	—2,058	49	7,632	38	9,690	35
TOTAL	—21.24	180,346		1,142,307		961,961	

Makers' Volume Gains

List of Commercial Car Manufacturers in Order of VOLUME of Sales, 1950-1949

	1950	1950 Pos.	1949	1949 Pos.	Unit Change	Pct. Change
Chevrolet	414,496	1	345,519	1	+ 68,977	19.96
Ford	315,912	2	202,179	2	+113,733	56.25
Dodge	99,716	3	116,956	3	— 17,240	—14.74
International	97,818	4	91,164	4	+ 6,654	7.30
GMC	97,200	5	80,407	5	+ 16,793	20.88
Studebaker	45,881	6	55,099	6	— 9,218	—16.73
Willys-Overland	24,640	7	32,765	7	— 8,125	—24.80
White	12,050	8	8,318	8	+ 3,732	44.87
Mack	9,908	9	6,866	9	+ 3,042	44.30
Diamond T	5,675	10	5,172	10	+ 503	9.73
Divco	4,309	11	3,577	12	+ 732	20.46
Reo	3,876	12	4,003	11	— 127	— 3.17
Brockway	2,384	13	1,626	14	+ 758	46.60
Autocar	2,072	14	1,655	13	+ 417	25.19
Federal	1,469	15	1,225	15	+ 244	19.91
Pontiac	1,362	16	775	17	+ 587	75.74
Kenworth	673	17	392	18	+ 281	71.68
Crosley	422	18	871	16	— 449	—51.55
Sterling	354	19	229	20	+ 125	54.58
FWD	323	20	337	19	— 14	— 4.15
Miscellaneous	1,767		2,826		— 1,059	—37.47
TOTAL	1,142,307		961,961		+180,346	+18.75

Makers' Percentage Gains

List of Commercial Car Manufacturers in Order of PERCENTAGE of Sales INCREASE, 1950-1949

	Pct. Gain	Unit Gain	Gain Pos.	1950	1950 Pos.	1949	1949 Pos.
Pontiac	75.74	587	1	1,362	16	775	17
Kenworth	71.68	281	2	673	17	392	18
Ford	56.25	113,733	3	315,912	2	202,179	2
Sterling	54.58	125	4	354	19	229	20
Brockway	46.60	758	5	2,384	13	1,626	14
White	44.87	3,732	6	12,050	8	8,318	8
Mack	44.30	3,042	7	9,908	9	6,866	9
Autocar	25.19	417	8	2,072	14	1,655	13
GMC	20.88	16,793	9	97,200	5	80,407	5
Divco	20.46	732	10	4,309	11	3,577	12
Chevrolet	19.96	68,977	11	414,496	1	345,519	1
Federal	19.91	244	12	1,469	15	1,225	15
Diamond T	9.73	503	13	5,675	10	5,172	10
International	7.30	6,654	14	97,818	4	91,164	4
Reo	— 3.17	— 127	15	3,876	12	4,003	11
FWD	— 4.15	— 14	16	323	20	337	19
Dodge	—14.74	— 17,240	17	99,716	3	116,956	3
Studebaker	—16.73	— 9,218	18	45,881	6	55,099	6
Willys-Overland	—24.80	— 8,125	19	24,640	7	32,765	7
Crosley	— 51.55	— 449	20	422	18	871	16
Miscellaneous	—37.47	— 1,059		1,767		2,826	
TOTAL		+180,346		1,142,307		961,961	

Each Maker's Share . . .

New-Truck Sales, 1950-1949

	Total Sales 1950	Pct. Share of 1950 Sales	Total Sales 1949	Pct. Share of 1949 Sales	1950 Pct. Gain or Loss
Chevrolet	414,496	36.29	345,519	35.92	+ .37
Ford	315,912	27.66	202,179	21.02	+6.64
Dodge	99,716	8.73	116,956	12.16	—3.43
International	97,818	8.56	91,164	9.47	— .91
GMC	97,200	8.51	80,407	8.35	+ .16
Studebaker	45,881	4.01	55,099	5.73	—1.72
Willys	24,640	2.16	32,765	3.41	—1.25
White	12,050	1.05	8,318	.86	+ .19
Mack	9,908	.87	6,866	.74	+ .13
Diamond T	5,675	.50	5,172	.54	— .04
Divco	4,309	.38	3,577	.37	+ .01
Reo	3,876	.34	4,003	.42	— .08
Brockway	2,384	.21	1,626	.17	+ .04
Autocar	2,072	.18	1,655	.17	+ .01
Federal	1,469	.13	1,225	.13	
Pontiac	1,362	.12	*		
Kenworth	673	.06	392	.04	+ .02
Crosley	422	.04	871	.09	— .05
Sterling	354	.03	229	.02	+ .01
FWD	323	.03	337	.04	— .01
Miscellaneous	1,767	.14	3,601	.35	— .21
Total	1,142,307	100.00	961,961	100.00	

*Included in Miscellaneous.

Automotive News Compilation from R. L. Polk & Co. Data.

1950 Truck Registrations

By Weight Class

Gross Weight	5,000 Lbs. or Less	5,001-10,000 Lbs.	10,001-14,000 Lbs.	14,001-16,000 Lbs.	16,001-19,500 Lbs.	19,501-26,000 Lbs.	26,001- & Over	Total 1950	Total 1949
Autocar	.....	.....	.....	.....	.....	.....	2,072	2,072	1,655
Brockway	.....	.....	.....	17	168	422	1,777	2,384	1,626
Chevrolet	228,865	89,000	26,667	69,964	.....	.....	.....	414,496	345,519
Crosley	422	.....	.....	.....	.....	.....	.....	422	871
Diamond T	.....	611	1,267	668	1,490	1,164	475	5,675	5,172
Divco	.....	4,121	188	.....	.....	.....	.....	4,309	3,577
Dodge	47,344	25,577	5,003	13,012	7,554	931	295	99,716	116,956
Federal	.....	.....	31	370	331	629	108	1,469	1,225
Ford	164,027	58,659	31,458	45,997	6,541	9,230	.....	315,912	202,179
F.W.D.	.....	.....	.....	.....	29	268	26	323	337
G.M.C.	42,152	19,741	9,887	11,549	5,650	5,720	2,511	97,200	80,407
International	25,670	21,018	3,152	22,067	12,703	10,498	2,710	97,818	91,164
Kenworth	.....	.....	.....	.....	.....	50	623	673	396
Mack	.....	.....	.....	273	832	1,737	7,066	9,908	8,862
Pontiac	1,362	.....	.....	.....	.....	.....	.....	1,362	775
Reo	.....	10	.....	1,233	1,042	1,559	32	3,876	4,003
Sterling	.....	.....	.....	.....	.....	63	291	354	229
Studebaker	26,649	8,772	6,309	4,151	.....	.....	.....	45,881	55,099
White	.....	.....	.....	551	1,235	8,135	2,129	12,050	8,318
Willys Jeep	8,841	.....	.....	.....	.....	.....	.....	8,841	14,472
Willys Truck	10,875	4,924	.....	.....	.....	.....	.....	15,799	18,293
Miscellaneous	364	32	66	17	31	289	968	1,767	2,826
TOTALS	556,571	232,465	84,018	169,869	37,606	40,695	21,083	1,142,307	961,961

New Passenger Car Registrations by Makes in States From 1938 Through 1950

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	
Alabama	'50	1300	831	3198	6150	11497	17127	523	4739	22389	6497	824	21152	3751	4967	37191	659	104	152	963	1701	571	3327	469	151	79165
	'49	1277	858	3082	6516	11733	12087	547	2942	15576	3377	704	14230	2531	3165	24007	579	174		1299	1329	826	2249	319	180	58271
	'48	975	636	1871	4309	7791	7781	356	1488	9625	1901	433	10170	1581	2011	16096	1330	681		1326	952	438	1527	274	387	40427
	'47	887	490	1729	3676	6782	8289	219	1080	9588	1775	310	9083	1370	1428	13966	737	597		966	980	326	1000	291	275	35508
	'46	581	403	1190	3140	5314	5240	83	678	6001	944	160	5402	627	689	7822	73	32		913	814	237	568		74	21848
	'41	893	664	2504	4308	8369	9404	163	1138	10705	2485	367	13431	1474	1889	19646				1036	353	490	1253	571	30	42453
	'40	668	498	2328	3855	7349	7674	168	1019	8861	1962	112	12361	1141	1093	16669				943	294	523	1166	399	122	36326
	'39	432	391	2055	3624	6502	7314	134	655	8103	1564	61	10077	1016	1037	13755				756	382	356	446	175	182	30657
	'38	283	218	1043	2483	4027	4803	92	81	4976	1141	61	6754	585	697	9238				421	153	297	159	131	105	19507
Arizona	'50	664	369	1100	1786	3919	5082	126	1250	6458	2698	389	6158	1502	1594	12341	277	31	66	669	692	277	1574	164	102	26570
	'49	499	397	1015	1955	3866	3861	158	771	4790	1415	390	4636	895	1185	8521	140	45		824	723	328	1488	154	115	20994
	'48	416	345	646	1241	2648	2029	172	616	2817	881	194	2181	512	747	4515	313	208		356	538	305	1030	93	170	12993
	'47	366	279	589	1083	2317	1970	90	419	2479	830	179	1844	387	523	3763	227	220		276	454	198	552	102	67	10655
	'46	241	151	424	584	1400	1180	38	228	1446	401	79	955	183	282	1900	8	1		238	333	149	207	9	20	5711
	'41	618	279	733	1467	3097	1533	69	301	1903	1062	214	2707	560	735	5278				309	235	299	416	66		11603
	'40	381	240	665	1620	2906	1540	92	269	1901	791	73	2970	513	496	4843				245	210	312	424	43	59	10943
	'39	233	158	569	1065	2025	1286	95	203	1584	603	34	2078	402	282	3399				259	262	232	287	42	101	8191
	'38	183	169	420	951	1723	1222	93	30	1345	578	36	1727	281	240	2862				167	138	204	138	54	107	6738
Arkansas	'50	823	804	2379	4621	8627	9889	190	1994	12073	3610	511	11420	2080	3104	20725	713	149	134	626	1135	409	1877	437	98	47003
	'49	770	558	1780	4049	7157	6587	227	1112	7926	2090	377	8006	1467	1887	13827	640	208		1016	879	575	1249	385	167	34029
	'48	525	273	1099	2186	4083	3951	157	792	4900	1077	190	5376	845	1179	8667	878	385		566	555	299	633	236	116	21318
	'47	470	251	895	2062	3678	4399	130	640	5169	1090	182	5267	765	1024	8328	377	230		463	588	199	394	269	91	19786
	'46	271	192	576	1539	2578	3302	51	274	3627	474	56	2261	341	410	3542	17	9		290	453	115	152	15	19	10817
	'41	539	190	1136	2073	3938	6615	100	522	7237	1538	197	7465	942	1229	11371				318	271	210	427	101		23873
	'40	388	201	1032	1839	3460	5999	118	514	6631	1190	53	7112	787	1149	10291				339	237	237	518	135	68	21916
	'39	284	158	1154	1829	3425	5942	101	451	6494	1048	30	6022	736	889	8725				236	212	226	409	28	104	19859
	'38	192	120	680	1559	2591	3278	65	21	3364	586	34	4361	318	456	5755				94	108	163	84	37	48	12244
California	'50	15639	11190	20408	39535	86772	89198	3231	27591	120020	44536	11323	111736	32105	35042	234742	5531	614	984	13135	17205	5157	29557	2024	4258	519999
	'49	10683	10889	19633	37757	78962	62792	3142	15727	81661	29619	8763	79399	22297	28766	168844	2635	751		11434	9973	6187	24924	1666	1722	388759
	'48	8028	9034	16554	25148	58764	38095	3509	12438	54042	19830	5068	49759	12527	18063	105247	5086	2887		9130	7046	7584	16838	1445	3034	271103
	'47	7412	8636	16126	23680	55854	41157	2620	10965	54742	18848	4745	46647	13440	15841	99521	4783	5060		7207	7192	4707	10813	1706	83	251668
	'46	5486	6282	10601	12030	34399	20593	1111	6195	27899	9142	1990	23999	7170	8853	51154	218	111		6439	5930	3295	6670	168	100	136383
	'41	14688	11309	16282	27895	70174	36141	1839	6948	44928	22534	5456	61807	16714	21828	128339				7882	4648	5867	11399	3157	255	276649
	'40	9297	7423	14511	31472	62703	32174	2183	7214	41571	22589	2275	54869	15166	19883	114782				6753	3072	6104	10953	3054	1902	250894
	'39	6317	5352	14465	22083	48217	26007	2126	5385	33518	16310	1391	36489	11135	12914	78239				3993	2979	5535	10040	2883	2816	188220
	'38	4416	4408	9461	21128	39413	22592	2013	591	25196	13716	1167	32037	8651	8792	64363				2801	1985	4331	5570	1909	2443	148011
Colorado	'50	1736	899	2938	4917	10490	10143	429	3257	13829	5789	858	12077	3226	3844	25794	487	94	118	2305	2560	736	2012	367	161	58953
	'49	1466	760	2122	4638	8986	6989	436	2076	9501	3360	672	7928	1988	2395	16343	385	124		3169	1506	987	1398	241	118	42758
	'48	1174	533	1694	2758	6159	4245	335	1349	5929	1938	458	5904	1216	1533	11049	719	583		918	881	547	824	168	95	27872
	'47	1004	423	1695	2503	5625	4803	208	1264	6275	1920	401	5622	1205	1424	10572	352	489		611	849	333	550	201	101	25958
	'46	534	314	986	1464	3298	2853	93	731	3677	833	158	2531	561	611	4694	25	5		460	632	216	297	12	30	13346
	'41	1408	591	1892	2802	6693	4604	147	864	5615	2522	442	6860	1545	1935	13304				484	526	477	785	153	17	28054
	'40	1071	488	1577	2784	5920	4775	229	1148	6152	2301	159	7372	1427	1641	12900				611	444	543	801	143	154	27668
	'39	622	418	1691	2648	5379	5048	252	874	6174	5379	82	5884	1218	1129	10247				711	503	475	736	165	240	24630
	'38	399	331	932	2181	3843	3690	186	84	3960	1512	77	4824	897	724	8034				565	309	379	304	117	188	17699
Connecticut	'50	2375	1651	4633	7594	16253	13331	497	4655	18483	7631	1806	17822	5917	6078	39254	1088	142	256	1582	2323	1376	3908	688	744	86097
	'49	1940	1509	3975	7067	14491	9047	525	2282	11854	6172	1633	12775	4467	5198	30245	616	86		1732	1947	1490	2954	451	278	66144
	'48	1448	1244	3387	4633	10712	5464	686	2138	8288	4201	1396	9160	2855	3948	21560	941	481		1641	2142	1374	2310	296	479	50224
	'47	1355	1093	3375	4306	10129	5758	554	1909	8221	4424	1342	8578	3453	4193	21990	759	603		1334	2319	1084	1717	285	341	48782
	'46	982	883	2150	2753	6768	3727	236	1020	4983	2381	676	4156	1769	2413	11395	53	29		1064	1661	817	911	38	78	27797
	'41	2665	1877	3853	8558	16953	7886	444	1276	9606	5956	1744	12443	4779	6100	31022				1364	1436	1978	1895	308	44	64606
	'40	1655	1489	3163	7948	14255	6806	438	1298	8542	6234	635	11484	3705	5119	27177				1349	1043	2198	1474	292	491	56821
	'39	866	928	2325	5812	9931	5105	324	946	6375	4170	348	7104	2376	3306	17304				895	783	1608	1070	191	702	38859
	'38	616	673	1518	4390	7197	3652	255	115	4022	3209	295	4714	1494	1850	11562				511	479	1230	660	108	514	26283
Delaware	'50	271	240	776	1209	2496	3333	102	787	4222	1378	298	3963	1197	1552	8388	282	30	46	225	310	175	1094	82	71	17421
	'49	284	222	871	1405	2782	2746	144	581	3471	1033	242	3092	922	961	6250	171	35		267	318	230	1005	70	52	14651
	'48	221	210	827	890	2148	1514	94	394	2002	671	165	1806	617	654	3913	297	137		270	284	292	503	11	127	9984
	'47	212	172	725	818	1927	1540	88	355	1983	721	141	1490	664	712	3728	140	120		156	260	170	336	5	21	8846
	'46	166	132	505	482	1285	937	25	114	1076	363	80	811	374	430	2058	6	3		170	249	124	185		17	5173
	'41	428	231	540	1227	2426	1725	37	201	1963	960	236	2652	1014	998	5860				96	144	340	478	57	7	11371
	'40	228	136	499	1076	1939	1365	50	150	1565	1048	91	2401	906	907	5353				130	68	292	491	47	77	9962
	'39	136	132	358	819	1445	1038	53	133	1224	830	62	1792	740	734	4158				109	117	217	255	18	106	7649
	'38	87	74	222	603	986	910	36	10	948	661	45	1445	406	435	2992				68	68	215	73	19	60	5429
Florida	'50	2780	1642	5711	9951	20084	20911	1115	8260	30286	10129	2113	24816	5960	7877	50895	1082	115	368	2217	2728	1386	4469	1383	1891	116904
	'49	2242	1487	4896	9277	17902	15403	1325	4778	21506	5705	1889	16330	4090	4393	32407	886	245		2578	1955	1880	3088	1012	767	84226
	'48	1603	1106	3473	5376	11558	9577	964	2875	13416	3039	1254	9575	2022	2674	18564	1581	826		1725	1611	963	1912	417	1165	53738
	'47	1451	961	3315	4999	10726	9681	798	1978	12457	3260	1188	9288	2061	1847	17644	960	808		1350	1643	649	1358	423	991	49009
	'46	1089	740	2152	3387	7368	5706	284	1068	7058	1625	502	4303	927	982	8339	24	19		1179	1304	480	695	26	188	26680
	'41	2426	1190	3823	7330	14769	11035	589	1534	13158	4822	1477	12278	2893	2702	24172				1162	867	1226	1553	546	145	57598
	'40	1719	807	3345	7756	13627	10232	732	1615	12579	4452	633	12321	2442	2286	22134				1609	780	1365	1717	734	601	55146
	'39	960	851	2588	5826	10225	8483	644	1352	20704	3334	317	8943	1804	1610	16008				1229	813	1218	1302	543	875	52917
	'38	498	292	1172	3835	5797	5784	519	108	6511	2334	256	5422	1082	1066	10160				876	418	894	472	396	578	26102
Georgia	'50	1937	1356	5077	9329	17699	22856	834	6901	30591	10478	1568	28623	6040	8158	54867	998	144	249	1573	1752	978	4172	555	345	113923
	'49	1761	1253	4487	8159	15660	16249	888	4205	21342	5773	1180	18324	3763	5297	34337	827	294		1972	1540	1299	2866	469	264	80870
	'48	1374	1026	3017	5892	11309	11839	522	2463	14824	4033	877	13453	2386	3037	23786	1532	755		1642	1645	949	2403	402	452	59699
	'47	1250	820	2826	4939	9835	12648	343	1854	14845	3645	792	12293	2237	2451	21418	950	651		1306	1504	692	1555	385	291	53432
	'46	663	559	1644	2938	5804	6371	158	993	7522	1390	306	5031	1010	944	8681	50	49		846	1019	494	559	26	52	25102
	'41	1494	935	2855	7266	12550	14167	246	1746	16159	4910	837	14493	2647	2947	25834				930	801	1001	1505	494	26	59300
	'40	997	693	2854	6258	10802	11562	273	1602	13437	3559	297	14562	2540	2352	23310				1054	604	1148	1342	418	285	52400
	'39	605	442	2431	5068	8546	10311	296	1107	11714	2620	166	10624	2041	1512	16963				871	655	827	1061	77	411	41125
	'38	348	282	1089	3343	5062	6515	253	84	6852	2001	128	6596	1185	778	10688				654	376	711	508	151	317	25319
Idaho	'50	638	465	1090	2168	4361	4467	178	1284	5929	2527	406	5922	1500	1940	12295	373	50	69	762	1056	305	1799	279	77	27355
	'49	589	486	1254	2096	4425	3501	238	915	4654	1813	344	4674	1139	1458	9428	338	161		877	958	434	1593	242	27	23137
	'48	505	331	808	1259	2903	2086	115	526	2727	977	148	2774	611	769	5279	752	575		493	471	242	892	77	43	14454
	'47	398	267	650	1074	2389	2128	76	475	2679	846	106	2573	600	475	4600	310	403		413	459	139	545	91	65	12093
	'46	238	171	484	651	1544	1161	34	273	1468	367	45	1150	279	234	2075	22	6		294	312	76	293	2	14	6106
	'41	434	370	783	1287	2874	2172	65	488	2725	1126	101	3605	733	713	6278				422	429	199	785	128	2	13842
	'40	329	263	712	1463	2767	2206	79	432	2717	998	29	3682	692	565	5966				449	235	181	654	118	33	13120
	'39	216	191	619	1264	2285	2043	72	283	2398	586	12	2515	468	289	3870				363	179	154	541	61	39	9890
	'38	157	104	354	1034	1649	1503	76	20	1599	402	14	1853	287	231	2787				357	107	62	215	51	56	6883

* Includes Terraplane in '38 and '39.
† Includes Lafayette in '38 and '39.

—Figures compiled by R. L. Polk & Co.

(Continued on Page 40)

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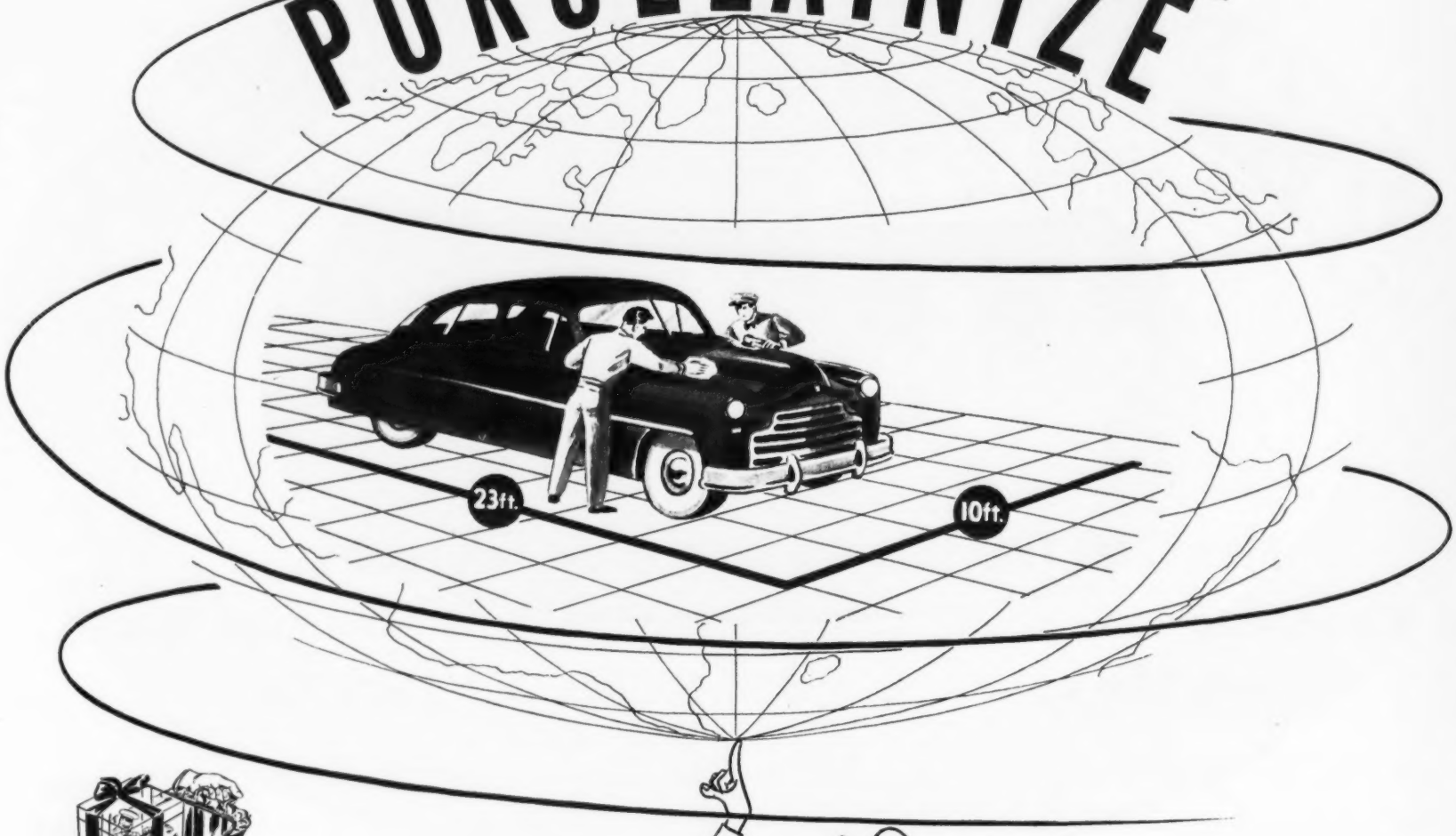

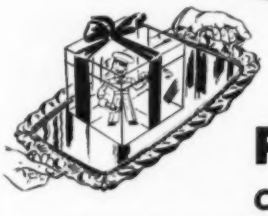

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*Names furnished on request.

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This latest authoritative survey adds impressive proof of what Mighty METRO has been saying all along.

People like best what they know best. Because Mighty METRO is edited on the spot in each of its score of cities—edited to the tastes and likes of the people of these communities—there is more reader interest in METRO'S pages than in the pages of general national magazines!

Enlarge this local story to the national scale and you'll see one more reason why more and more advertisers are making METRO their *Sunday Basic Buy!*

Not only has Mighty METRO a unique readership story, but it also gives you the

Individually edited by these leading Sunday Newspapers:

ATLANTA *Journal-Constitution*
BALTIMORE *Sun*
BOSTON *Globe and/or Herald*
BUFFALO *Courier-Express*
CHICAGO *Tribune*
CINCINNATI *Enquirer*
CLEVELAND *Plain Dealer*
DES MOINES *Register*
DETROIT *News and/or Free Press*
INDIANAPOLIS *Star*
LOS ANGELES *Times*
MILWAUKEE *Journal*
MINNEAPOLIS *Tribune*
NEW ORLEANS *Times-Picayune & States*
NEW YORK *News*
PHILADELPHIA *Inquirer*
PITTSBURGH *Press*
PROVIDENCE *Journal*
ST. LOUIS *Globe-Democrat and/or Post Dispatch*
ST. PAUL *Pioneer Press*
SEATTLE *Times*
SPRINGFIELD *Republican*
SYRACUSE *Post-Standard*
WASHINGTON *Star*

METROPOLITAN SUNDAY NEWSPAPERS, INC.

Sales Offices for Metro Magazines and Metro Comics . . . **NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES**

WINS *again!*

world's largest magazine circulation. Here are the figures:

METRO	**Over 14,000,000**
THIS WEEK	**Over 10,000,000**
AMERICAN WEEKLY	**Over 9,600,000**
PARADE	**Over 5,100,000**

Circulation figures based on latest ABC reports

METRO'S circulation is concentrated in the Nation's leading trading areas where two-thirds of all U. S. retail sales are made!

METRO delivers 50%-100% coverage in every one of its publishing cities and in more than 500 other cities! It is an integral part of more than a score of the Nation's leading Sunday papers — the Number One paper in city after city!

Your ads in METRO can get, per dollar, up to three times higher readership than in other leading magazines — for both men and women!

These facts add up to one thing: Make METRO your SUNDAY BASIC BUY!

Make METRO your Sunday BASIC BUY

MIGHTY **Metro** THE WORLD'S LARGEST MAGAZINE AUDIENCE

Your Sunday Basic Buy!

(Continued from Page 36)

New Passenger Car Registrations by Makes in States From 1938 Through 1950

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	
Illinois	'50	10099	7776	20406	40253	78534	70824	2282	21271	94377	37611	7729	84952	25304	28352	83948	6910	1035	767	14039	13634	5574	17101	1390	562	417871
	'49	9463	7764	19938	39619	76784	54826	2940	13769	71535	27595	6628	67869	18612	21407	142111	4830	1613		12833	10728	8186	12680	1535	2275	345110
	'48	7280	5946	15586	24417	53229	28088	2470	10401	40959	17752	5512	45403	12766	14929	96362	10727	6044		7034	7064	5804	8671	1337	3888	241119
	'47	6685	5106	15949	22211	49951	32081	2044	7788	41913	18545	4707	42791	13289	13944	93276	3920	4266		6132	7040	3388	6716	1333	601	218536
	'46	4970	3819	10229	15498	34526	19744	721	3917	24382	9034	1910	20141	6409	7265	44759	148	86		5383	6216	2549	3728	129	175	122081
	'41	11190	7343	16212	33921	68666	37480	1391	5818	44689	25500	6041	59562	18187	20803	130093				6015	8129	5778	9159	913	700	274142
	'40	6979	5771	14835	32272	59857	32541	1553	5851	39945	23442	1772	56502	15091	17582	114389				7144	5731	6531	8230	1058	2667	245552
	'39	4751	3974	14227	26114	49066	30923	1614	4960	37497	17132	1184	40045	10318	11958	80637				5084	6157	5217	6676	624	2277	193235
	'38	3189	2995	7819	19546	33549	24290	1256	357	25903	12577	840	30879	6706	7623	58625				2705	3242	4226	3173	791	1700	133914
Indiana	'50	4395	3595	8899	16856	33745	35853	968	7334	44155	15549	2576	45377	10933	13641	88076	2943	444	505	5047	7090	2375	14329	1075	328	200112
	'49	3685	2931	7814	15675	30105	23845	984	4627	29456	10661	2020	32537	7695	9205	62118	2201	579		5387	4750	3147	9738	782	533	148796
	'48	2685	1959	5782	9413	19839	12561	660	3411	16632	6471	1452	20884	4971	6369	40147	3876	2190		3222	2569	1866	8877	583	1219	101020
	'47	2549	1780	6097	9070	19496	15024	532	2832	18388	7075	1369	19691	5327	6054	39516	1784	1810		2746	2563	1084	8519	660	657	97223
	'46	1776	1363	3844	6473	13456	8773	193	1440	10406	3446	585	10083	2599	3332	20045	112	45		2468	2140	824	6048	63	72	55679
	'41	4098	3004	6529	16303	29934	18141	417	2162	20720	9893	1583	29083	7552	9735	57846				3229	2323	1482	5967	651	72	122224
	'40	3258	2314	5981	16647	28200	16761	495	2213	19469	8788	653	27994	6672	7490	51597				4062	1597	1622	5672	677	583	113479
	'39	1842	1839	4907	12257	20845	15348	482	1557	17387	6264	304	18967	4535	4491	34561				2741	1667	1267	4531	660	835	84494
	'38	1320	1139	2684	9349	14492	11153	384	146	11683	4232	237	14370	2800	2608	24247				1374	704	923	1869	485	562	56339
Iowa	'50	3057	2068	6655	11163	22943	26480	517	6367	33364	9677	1512	30224	6827	8454	56694	2241	295	255	2274	3982	1216	4449	317	84	128114
	'49	2670	1539	5994	11095	21298	20444	557	4392	25393	6734	1030	22908	4638	5641	40951	1858	518		2981	2866	1887	3630	348	452	102182
	'48	2020	1041	3441	7023	13525	11596	419	2300	14315	3821	658	15787	2481	3559	26306	3985	2729		2074	1438	1376	2407	366	422	68943
	'47	1744	832	3148	6215	11939	10647	285	1716	12648	3298	450	13559	2332	2552	22191	1069	1244		1484	1306	618	1746	450	142	54837
	'46	1046	643	2047	3990	7726	7791	167	1187	9145	1751	194	7358	1230	1346	11879	87	53		1465	1065	470	1018	52	42	33008
	'41	1918	933	3326	7247	13424	14710	242	1432	16384	4122	443	19480	3174	3438	30657				1465	1176	656	2413	317	16	66508
	'40	1440	686	3171	7608	12905	14871	281	1488	16640	4091	160	20149	2809	3101	30310				1897	821	583	1943	354	164	65617
	'39	1011	544	3137	6646	11338	15189	273	1405	16867	3549	82	17391	2248	2699	25969				1659	1057	562	1730	183	301	59666
	'38	719	414	1926	6164	9205	12475	222	144	12841	2629	62	15659	1509	1984	21843				998	668	493	916	266	259	47489
Kansas	'50	2048	1353	4322	7618	15341	17829	461	4781	23071	7411	1081	22014	4610	6323	41439	1327	251	220	2030	3055	1118	3353	262	95	91572
	'49	2102	1167	3772	7654	14695	13332	661	3342	17335	5315	923	16944	3630	4491	31303	1055	357		2666	2341	1655	2677	261	408	74753
	'48	1611	786	2400	4587	9384	7221	372	1732	9325	2793	407	11381	2335	2878	19794	2425	1579		1715	1383	812	1732	255	546	48950
	'47	1356	617	2187	4037	8197	7426	215	1312	8953	2551	261	9547	2100	2320	16779	1029	1166		1192	1374	471	1202	362	139	40864
	'46	736	466	1421	2692	5315	5089	106	6555	5850	1261	113	5415	1213	1252	9254	35	27		1052	1040	330	687	8	37	23635
	'41	1436	887	2494	5117	9934	9610	238	1031	10879	3649	318	14713	2859	3443	24982				1092	1057	420	1225	184	3	49776
	'40	1117	705	2248	5257	9327	9057	248	1084	10389	3112	96	14550	2792	2578	23128				1228	644	489	1066	202	125	46598
	'39	710	442	1892	4090	7134	7235	197	886	8318	2113	61	10539	1853	1661	16227				1053	539	344	800	106	166	34687
	'38	494	410	1129	3759	5792	6209	182	76	6467	1539	47	8664	1048	1334	12632				907	399	339	462	172	131	27301
Kentucky	'50	1698	1086	3469	6881	13134	16875	248	2593	19716	5967	848	20508	4398	5268	36989	848	115	198	1204	1991	781	3246	572	103	78897
	'49	1627	954	3260	7030	12871	12044	384	1936	14364	4274	676	14610	3169	3547	26276	617	184		1617	1500	1167	2198	538	264	61596
	'48	1368	725	2202	4613	8908	6930	332	1732	8994	2563	485	9975	2000	2425	17448	1429	706		1245	1012	784	1611	413	531	43081
	'47	1172	631	2235	4174	8212	7485	180	1081	8746	2390	431	8821	1925	2064	15631	795	636		919	945	378	1065	431	386	38144
	'46	758	489	1507	3030	5784	4888	108	659	5655	1277	171	5313	1056	1122	18939	95	39		882	843	349	576	39	90	23291
	'41	1288	661	2073	5250	9272	8324	152	763	9239	2874	415	11886	2398	2667	20240				616	647	682	1055	243	17	42011
	'40	1041	462	2120	4981	8604	7256	172	770	8198	2642	137	12069	2077	2175	19100				704	471	608	921	203	147	38956
	'39	668	403	1770	3813	6654	6567	174	580	7321	2042	101	8925	1600	1507	14170				567	472	571	675	148	223	30806
	'38	544	252	1327	3733	5856	4652	110	94	4856	1424	62	6965	950	1051	10452				469	246	414	308	136	169	22906
Louisiana	'50	1417	1304	3362	6474	12557	17536	367	4144	22047	6160	1157	20552	4004	5294	37167	1008	123	210	1020	1283	703	4459	462	192	81231
	'49	1379	894	3340	6443	12056	13536	605	3056	17197	4576	956	14823	2987	3897	27239	1053	216		1991	1361	1067	2867	498	250	65795
	'48	1201	676	2490	4659	9026	8649	390	1806	10845	2364	628	9416	1855	2570	16833	1528	793		1389	1151	717	1887	334	364	44867
	'47	916	387	2006	3221	6530	8269	322	1157	9748	2243	439	8337	1497	1734	14250	583	561		700	1026	391	1269	327	140	35525
	'46	460	343	1200	2463	4466	5207	153	751	6111	1013	176	4142	714	762	6807	28	19		522	836	276	647	9	26	19747
	'41	1027	528	2201	4575	8331	10974	303	1259	12536	3199	507	11266	1976	2429	19377				357	616	545	1547	189	6	43504
	'40	681	419	1953	4166	7219	9112	318	1088	10518	2439	167	10736	1490	1655	16487				658	529	509	1313	313	127	37673
	'39	486	262	1764	3644	6156	9128	338	979	10445	1972	123	8578	1293	1349	13315				606	299	441	938	186	194	32580
	'38	390	242	1253	3300	5185	7165	257	146	7568	1327	72	7263	788	821	10271				444	215	362	437	246	114	24842
Maine	'50	656	505	1437	2647	5245	5004	162	1363	6529	2188	461	6641	1633	2273	13196	502	97	50	719	819	338	1288	275	117	29175
	'49	576	496	1425	2680	5177	3178	157	758	4093	1736	394	4987	1434	1700	10251	423	112		772	673	448	835	238	94	23116
	'48	448	412	1117	1710	3687	2359	146	584	3089	1168	266	3408	920	1394	7156	378	156		656	603	519	698	154	141	17237
	'47	393	389	1189	1782	3753	2522	93	418	3033	1158	273	2560	827	1269	6087	384	288		492	501	292	502	220	138	15690
	'46	270	231	714	1000	2215	1454	35	188	1677	547	109	1372	416	701	3145	21	14		467	456	171	275		32	8473
	'41	528	377	1069	2324	4298	2859	86	326	3271	1453	365	4816	1565	2189	10388				594	478	376	463	170	5	20043
	'40	418	325	1034	2202	3979	2908	114	388	3410	1718	119	4695	1369	1787	9688				637	358	438	417	215	174	19316
	'39	290	246	850	1756	3142	2226	102	358	2686	1252	76	3136	875	1171	6510				511	351	304	335	173	192	14204
	'38	237	203	592	1621	2653	1865	84	12	1961	977	61	2616	629	899	5182				363	182	260	230	65	135	11031
Maryland	'50	2224	1494	4399	8964	17081	18060	551	4880	23491	6703	1095	22498	5192	6225	41713	1009	116	291	1813	2181	1242	3652	412	226	93227
	'49	1846	1516	3728	8426	15516	11213	514	2191	13918	4998	933	16502	4226	3995	30654	834	172		2109	1804	1576	2749	402	212	69946
	'48	1564	1267	3141	5466	11438	6847	336	1569	8752	3364	806	12582	2443	3463	22658	1537	594		1746	1759	1050	2337	297	529	52697
	'47	1251	992	3298	5150	10691	7074	322	1178	8574	3675	800	11245	2667	3245	21632	709	588		1188	1670	591	1653	378	360	48034
	'46	950	676	1864	3526	7016	3783	110	465	4358	1811	343	5876	1293	1814	11137	33	16		908	1338	567	871	43	22	26309
	'41	2369	1281	3300	8225	15175	6873	149	618	7640	4340	879	14617	3469	4527	27832				731	1171	1407	1988	588	47	56579
	'40	1807	981	3098	7933	13819	6490	170	621	7281	4749	298	13968	2572	3678	25265				865	550	1405	1638	242	254	51319
	'39	1133	707	2481	6059	10380	6492	170	594	7256	3665	164	9361	1797	2355	17342				763	680	1162	1182	225	399	39389
	'38	755	444	1591	4692	7482	4268	129	64	4461	2741	121	7223	1114	1376	12575				525	353	884	525	233	293	27331
Massachusetts	'50	4254	3717	8634	16469	33074	27718	889	7974	36581	13903	2935	31497	13352	12423	74110	1803	225	372	3614	5160	1758	8119	1066	472	166815
	'49	3787	3578	8293	15722	31380	19260	985	4806	25051	11718	2422	23842	10841	10393	59216	1229	219		2903	4181	2505	5124	700	649	133157
	'48	2946	2785	6898	10251	22880	11782	1038	4500	17320	8273	2210	16891	7598	8285	43257	2076	794		3123	4085	2349	4076	587	1312	101859
	'47	2787	2426	6957	9921	22091	13722	834	3676	18232	8678	2069	15737	8489	7554	42527	1522	1023		2591	3893	1693	2825	575	475	97447
	'46	2513	2079	4760	7694	17046	10119	461	1963	12543	5463	1148	8076	4801	4796	24284	82	49		2557	3228	1491	1732	69	107	63188
	'41	4274	3327	7913	18132	33646	15855	735	2081	18671	10836	2762	23158	12252	12221	61229				2371	2309	3246	3441	560	130	125603
	'40	2918	2224	6992	16165	28299	15030	735	2337	18102	11722	998	20878	10136	9110	52844				2456	1542	3213	2571	531	1041	110599
	'39	1965	1793	6644	14511	24913	13412	703	1749	15864	8644	502	16656	7958	6664	40424				2120	2143	2893	2308	357	1458	92480
	'38	1373	1101	4047	10641	17162	10413	558	156	11127	6284	455	12304	4788	3865	27696				1383	1426	2349	1194	238	1207	63782
Michigan	'50	7781	6462	16614	32116	62973	94148	2205	20540	116893	35057	7593	106230	25653	33121	207654	7397	795	1236	8802	8618	3371	11159	1036	387	430321
	'49	6664	6317	14902	30259	58142	66253	1767	12192	80212	26314	5494	74207	18791	24630	149436	3397	989		7382	7393	5132	7651	885	753	321372
	'48	6171	5169	13593	20062	44995	39402	2101	10494	51997	21845	5000	49995	15219	20306	112365	7992	4085		9001	6833	5786	5168	1130	979	250331
	'47	6406	4869	14694	19684	45653	45961	1547	9897	57405	20762	4913	48261	15672	21091	110699	5007	4130		7417	7197	3498	3877	1269	821	246973
	'46	4327	3495	9373	13789	30984	28270	852	6191	35313	12084	2129	22145	7964	11727	56049	399	186		6921	5769	2996	2223	145	130	141115
	'41	7744	4894	14564	27190	54392	50605	1059	7717	59381	23743	4018	56496	14470	25755	124482				6594	5240	3783	3792	1013	56	258733
	'40	5810	3707	13765	24401	47683	44753	1264	7479	53496	20708	1470	53653	12469	18257	106557				6923	2766	3960	3412	785	1114	226696
	'39	3017	2326	11438	16858	33639	37065	1332	6576	44973	15521	640	32425	8001	10563	67150				5973	2674	3296	2913	578	1821	163017
	'38	1855	1269	4109	11592	18825	19958	1007	808	21773	9322	500	20345	3904	4833	38904				2475	1100	1617	926	291	1273	87184

* Includes Terraplane in '38 and '39.
† Includes Lafayette in '38 and '39.

—Figures compiled by R. L. Polk & Co.

(Continued on Page 42)

WALKER

it pays to be identified with Walker

.....MAKE MORE SALES EACH DAY

WALKER "Individually Tuned" SILENCERS

with the most powerful name in Exhaust System service

You, as an Authorized Walker Dealer, can offer your customers the finest of all exhaust system services—a Walker Silencer "Individually Tuned" to each particular car make and model—for freedom from noise fatigue . . . for safety from dangerous exhaust fumes . . . for peak engine performance. With years of consumer advertising in *The Saturday Evening Post* . . . with sales-making, point-of-sale identification . . . and with periodic merchandising programs, Walker helps you make real money in mufflers.

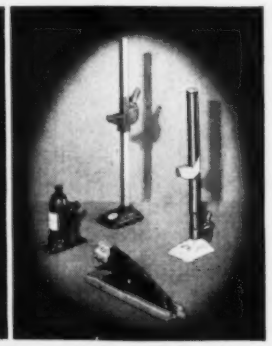
WALKER OIL FILTERS

with America's newest, finest Oil Filter

It's easy to sell Walker Oil Filters because it's easy to show your customers how the patented Walker *Laminar* construction gives real engine protection by keeping the oil *clean* between oil changes. This exclusive principle of multiple filtration—surface filtration, depth filtration and progressive filtration—cleans oil better, keeps it clean longer. Make this your best, most profitable oil filter year with Walker—America's newest, finest oil filter.

.....DO MORE JOBS EACH DAY

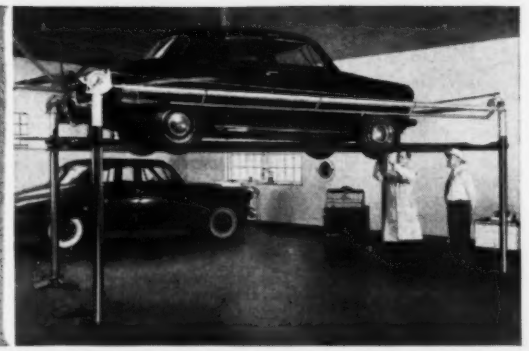
WALKER JACKS



with Modern Jacks engineered for today's modern service

In the shop, on the driveway and out on the road, there is a Walker Jack to meet your every need. And in this *complete line*, there is a Walker Jack to serve your customers' every purpose. In each of these new, improved, deluxe jacks you will find an extra margin of strength for the unexpected . . . an extra margin of safety for greater protection . . . an extra margin of power when emergency calls.

WALKER *Electric* LIFTS



with the lift that's always "Open for Business"

Increase service volume and profits 20% to 50% with the advanced, new Walker Electric Lift. New positioning of the support beams increases unrestricted working space by 36%. Six extra inches of working height give you even greater working convenience. From floor to car bottom, your men and equipment work free from any obstruction in the famous Walker Open Work Zone. And you can locate it wherever you want it—at the lowest installation cost of any lift on the market.

WALKER MANUFACTURING CO. OF WISCONSIN
Racine, Wisconsin

BOOST YOUR SALES . . . BOOST YOUR SERVICE VOLUME . . . BOOST YOUR PROFITS WITH WALKER IN 1951

(Continued from Page 40)

New Passenger Car Registrations by Makes in States From 1938 Through 1950

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	
Minnesota	'50	3810	2628	7079	13502	27019	28891	596	6711	36198	12807	1751	33144	8132	10440	66274	3310	633	305	3918	4944	2300	7492	457	353	153203
	'49	3315	1951	5674	12890	23830	18030	621	4034	22686	7029	1214	23116	5392	6365	43116	2060	468		3909	3502	2502	4737	377	212	107399
	'48	2793	1296	4206	8691	16986	11173	410	2264	13847	4881	754	17181	3260	4434	30510	3218	1705		2252	2285	1362	3274	436	637	76512
	'47	2180	1067	3555	6768	13570	10506	284	2016	12806	4096	618	14118	2809	3455	25096	1021	855		1603	2004	781	2202	387	242	60567
	'46	1360	848	2529	4968	9705	8550	167	1443	10160	1980	267	6902	1409	1857	12415	54	31		1353	1716	564	1230	44	53	37325
	'41	2951	1525	3298	9193	16967	15262	321	1880	17463	5444	702	20804	3793	4754	35497				1081	2104	993	2669	255	9	77038
	'40	1964	1369	3171	10272	16776	13992	315	1957	16264	5509	240	20657	3307	3895	33608				1261	1393	1060	2654	258	379	73653
	'39	1359	1097	3322	8318	14096	12933	308	1611	14852	4497	137	15569	2388	2824	25415				1138	1447	938	2149	264	472	60771
	'38	1032	838	2124	8018	12012	12451	306	119	12876	3356	113	15585	1748	2172	22974				994	1064	928	1150	342	325	52665
Mississippi	'50	1028	716	1997	4888	8629	10975	249	2324	13548	4712	676	12819	2272	3462	23941	450	50	125	446	827	337	2109	253	82	50797
	'49	1016	550	2037	4610	8213	8138	343	1620	10101	2945	543	9394	1629	2452	16963	389	122		941	989	539	1406	306	189	40158
	'48	883	337	1208	3325	5753	5466	269	1122	6857	1553	328	6648	964	1544	11037	870	418		816	710	380	912	161	316	28230
	'47	862	290	1117	3018	5287	6427	164	872	7463	1689	215	6366	843	1219	10332	473	328		517	765	242	654	200	121	26382
	'46	383	187	709	1858	3137	3858	66	455	4379	791	56	2972	395	498	4712	32	20		388	580	161	314	16	44	13783
	'41	521	170	983	2499	4173	7693	163	682	8538	2303	181	8042	1075	1516	13117				170	259	229	350	90	5	26931
	'40	338	220	1015	2338	3911	7064	167	713	7944	1913	43	9283	1118	1248	13605				225	166	222	468	89	117	26747
	'39	196	156	810	1994	3156	6919	137	512	7568	1518	27	7148	873	1014	10580				124	177	188	357	40	112	22302
	'38	137	103	459	1578	2277	4172	90	57	4318	741	20	5180	377	406	6724				74	102	75	37	26	37	13670
Missouri	'50	3549	3053	7195	17688	31485	34816	829	9398	45043	12550	2349	43572	8642	10934	78047	1767	275	249	2274	6571	1761	5935	801	186	174394
	'49	3192	2395	6468	15265	27320	23969	878	5142	29989	8480	1802	32981	6191	7375	56829	1468	350		3319	4291	2390	4140	710	443	131249
	'48	2577	1722	4982	9692	18973	14574	593	3057	18224	5626	1182	24725	4425	5110	41068	2927	1441		2547	2413	1424	2874	607	768	93266
	'47	2326	1528	4807	8431	17092	15393	485	2549	18427	5493	1134	23291	4525	4329	38772	1205	1036		1964	2467	942	1984	661	355	84905
	'46	1399	1190	3139	6552	12280	10087	263	1629	11979	2730	415	11469	2384	2387	19385	64	28		1581	2237	759	1161	44	88	49606
	'41	3080	2236	4787	11936	22039	17714	576	2362	20652	7383	1367	31214	6213	5874	52051				1300	2180	1425	2695	330	12	102684
	'40	2200	1786	5214	18894	21094	15825	571	2160	18556	6652	359	31701	5519	4893	49124				1455	1627	1670	2653	279	443	96901
	'39	1472	1558	5216	10640	18886	13287	466	1543	15296	4815	286	22651	3881	3631	35264				1176	1946	1247	2090	237	563	76705
	'38	1020	1060	2665	8279	13024	10831	454	98	11383	3423	203	17738	2640	2425	26429				814	999	1248	780	448	418	55543
Montana	'50	693	471	1411	2457	5032	5530	194	1430	7154	2601	490	7561	1880	1974	14506	355	59	63	962	768	353	1699	265	33	31249
	'49	652	456	1291	2178	4577	3684	229	977	4890	1576	366	5200	1312	1405	9859	322	133		1038	813	537	1231	230	37	23667
	'48	586	354	1112	1629	3681	2743	130	739	3612	1093	222	3549	930	951	6745	814	506		537	593	376	930	165	37	17996
	'47	534	307	986	1531	3358	2322	110	773	3205	929	136	3426	775	536	5802	490	348		508	536	230	606	174	43	15300
	'46	252	163	510	773	1698	1386	33	364	1783	390	43	1530	356	209	2528	25	23		283	316	104	241	2	12	7015
	'41	794	285	879	1748	3706	3008	75	532	3615	1211	149	4594	1069	723	7746				401	583	222	769	98	2	17142
	'40	549	261	786	1910	3506	2937	91	517	3545	1111	37	4844	974	440	7406				527	467	252	825	112	57	16697
	'39	368	185	754	1525	2832	2765	103	400	3259	939	33	3407	789	365	5533				429	527	206	605	52	80	13523
	'38	331	154	525	1330	2340	2287	101	18	2408	719	18	2632	474	272	4115				321	325	223	297	63	62	10154
Nebraska	'50	1912	940	3039	6070	11961	13948	353	3379	17680	5903	891	16295	3429	4966	31484	728	86	110	940	1383	704	2632	214	42	67964
	'49	1651	633	2658	6153	11095	10506	345	1994	12845	3911	671	11200	2056	3193	21031	667	220		1077	997	889	1917	229	132	51099
	'48	1256	501	1610	4096	7463	6375	229	1199	7803	1921	308	7948	1158	2043	13378	1736	949		1014	687	533	1232	257	151	35203
	'47	1158	398	1413	3539	6508	6186	134	779	7099	1596	242	6594	1069	1528	11029	654	711		603	577	291	855	242	85	28654
	'46	548	299	948	2270	4065	4191	86	602	4879	787	82	3735	548	798	5950	50	18		534	557	215	475	15	28	16786
	'41	945	360	1251	3173	5729	7880	160	839	8879	2211	272	9823	1312	1840	15458				430	488	342	1039	83	4	32452
	'40	750	318	1304	3173	5545	6948	185	860	7993	1916	80	8822	1113	1457	13388				436	307	344	789	52	81	28935
	'39	516	284	1200	2906	4906	7074	164	706	7944	1673	28	7097	982	1976	10856				416	383	347	692	60	111	25715
	'38	443	225	794	2967	4419	6079	182	77	6338	1279	28	6849	787	864	9807				422	391	324	405	127	86	22319
Nevada	'50	267	165	252	581	1265	1102	99	498	1699	692	267	1636	347	547	3489	61		16	192	225	167	478	76	4	7672
	'49	242	162	271	676	1351	834	121	405	1360	497	246	1227	385	509	2864	33	23		182	190	174	389	31	10	6607
	'48	252	158	317	525	1252	581	85	318	984	367	152	687	180	307	1693	154	117		151	122	157	359	27	11	5027
	'47	226	153	264	536	1179	675	59	288	1022	384	170	672	150	268	1644	101	97		95	116	96	182	31	34	4597
	'46	143	97	193	280	713	310	12	66	388	129	61	285	65	141	681	4	6		99	53	75	81	3	2	2105
	'41	282	200	259	565	1306	523	41	130	694	347	150	898	168	288	1851				89	88	156	180	31	3	4398
	'40	192	116	235	540	1083	502	66	138	706	358	56	897	196	221	1728				56	68	154	215	15	50	4075
	'39	94	86	223	432	835	490	69	118	677	270	42	661	158	139	1270				50	90	155	123	19	63	3282
	'38	57	62	186	321	626	460	61	12	533	226	28	539	133	115	1041				52	59	90	82	19	74	2576
New Hamp.	'50	439	273	1005	1559	3276	3431	99	809	4339	1513	267	4325	1133	1482	8720	267	48	47	477	658	240	742	210	130	19154
	'49	375	270	1083	1758	3486	2387	95	482	2964	1194	195	3131	844	1116	6480	195	32		389	499	300	563	146	98	15152
	'48	278	244	774	1116	2412	1334	83	342	1759	765	146	2109	578	765	4363	253	107		337	394	268	380	80	147	10500
	'47	283	263	829	1261	2636	1561	76	301	1938	714	147	2148	640	730	4379	177	121		348	476	215	314	118	68	10790
	'46	180	139	382	650	1351	788	14	102	904	381	63	949	319	378	2090	13	10		223	281	116	99	1	11	5099
	'41	314	241	693	1590	2838	2077	74	296	2447	1112	176	3277	915	1132	6612				352	224	337	334	119	7	13270
	'40	276	261	772	1687	2996	2137	89	331	2557	1263	75	3080	944	966	6328				390	195	367	330	139	75	13377
	'39	150	197	664	1321	2332	1794	70	249	2113	890	40	2226	721	715	4592				321	235	290	270	58	117	10328
	'38	127	134	395	1038	1694	1115	60	25	1200	665	43	1717	428	449	3302				235	140	160	178	58	95	7062
New Jersey	'50	6103	4163	11979	18291	40536	32995	1279	12700	46974	18840	3833	40700	13924	16981	94278	2945	352	662	4915	5248	3171	8978	1576	1150	210785
	'49	5389	3926	10686	17689	37690	21655	1221	5769	28645	15597	3571	30927	10059	15512	75666	1474	289		4944	3951	3821	6957	1371	695	165503
	'48	4150	2900	8632	10903	26585	11345	1583	5666	18594	9024	2540	20434	6278	10543	48819	3601	1560		3873	3457	3143	4401	614	1219	115866
	'47	3218	2387	8223	9721	23549	13655	1236	4440	19331	10033	2416	18299	6936	9775	47459	1769	1656		2648	3298	2226	3141	700	808	106585
	'46	2635	1894	5770	6863	17162	8225	548	2365	11138	5454	1172	9844	3938	5804	26212	92	44		2141	2933	1905	1966	57	134	63784
	'41	6303	3623	9255	16977	36158	15862	915	2949	19726	12147	3007	25923	9457	14410	64944				2542	3043	3473	3958	708	32	134584
	'40	4625	3035	8101	16815	32576	14182	915	2465	17562	13872	1202	27030	8642	13243	63989				2490	2015	3600	3433	710	961	127336
	'39	2842	2198	6921	12560	24521	11890	732	2240	14862	9651	732	18681	6346	9370	44780				1841	2102	3339	2693	521	1390	96049
	'38	2076	1387	4820	10498	18781	9580	654	277	10511	8444	639	13996	4032	5759	32870				1324	1477	2681	1558	433	1129	70764
New Mexico	'50	575	321	974	1714	3584	3912	164	1629	5705	2481	301	4947	1140	1664	10533	254	37	34	449	584	301	1419	262	127	23289
	'49	549	235	881	1638	3303	3016	223	1046	4285	1631	246	3465	778	957	7077	204	84		592	591	400	799	123	104	17562
	'48	443	180	611	983	2217	1755	127	458	2340	696	135	2256	470	565	4122	549	289		311	331	189	353	56	140	10897
	'47	342	155	493	841	1831	1687	67	272	2026	646	103	2017	429	394	3579	315	251		232	282	97	274	65	17	8969
	'46	167	120	354	623	1264	980	32	223	1235	303	48	930	208	181	1670	17	10		138	175	75	90	2	9	4685
	'41	438	143	533	1029	2143	1995	76	448	2519	788	117	2829	610	546	4890				122	166	120	267	16	1	10244
	'40	298	108	525	1036	1967	1820	90	459	2369	674	37	3147	617	532	5007				173	124	121	230	16	32	10039
	'39	223	93	559	956	1831	1649	80	273	2002	591	20	2448	531	313	3903				140	80	100	206	7	46	8315
	'38	160	94	357	963	1574	1322	51	31	1404	500	19	1974	264	209	2966				113	54	119	101	32	30	6393
New York	'50	15226	14297	32513	46927	108963	80110	2992	26412	109514	50401	12536	104415	39355	41517	248224	8027	1246	1181	12063	14879	7823	20458	3947	5870	542195
	'49	12693	12141	29588	44592	99014	51662	2972	13248	67882	38229	10222	75644	28990	34601	187686	5401	1066		10612	11898	10574	16166	2669	1797	414765
	'48	10958	11272	25873	30315	78418	36091	3826	13073	52990	28361	8845	56260	20884	25131	139481	8994	4475		10412	10392	10984	12754	2060	5352	336312
	'47	9831	11537	25285	28065	74718	40350	3116	10599	54065	30784	8069	49258	22339	22483	132933	4456	4424		7480	11028	6547	9185	2288	1586	308710
	'46	8275	8434	16495	20519	53723	23875	1260	5306	30441	15922	3931	26468	11769	13686	71776	318	186		6507	9190	4853	5322	271	483	183070
	'41	16477	10641	22549	44284	93951	35100	1975	6034	43109	33545	9022	64678	25634	30992	163871				4817	5998	8869	8257	1625	1233	331730
	'40	11593	9973	20024	44513	96103	33062	2193	6553	41808	38784	3427	66629	23093	27488	159421				5612	4048	9684	7224	1630	5278	320808
	'39	7996	7348	20169	40206	75719	30702	2264	6542	39508	30192	2305	46018	18642	21394	118551				5093	4660	8311	6584	1265	4596	264287
	'38	6258	4092	13440	32906	56696	25810	1982	559	28351	24979	1955	35631	11451	12617	86633				3675	3239	7397	3412	1296	3350	194049

* Includes Terraplane in '38 and '39.
† Includes Lafayette in '38 and '39.

—Figures compiled by R. L. Polk & Co.

(Continued on Page 44)

Yesterday's "DEALER LOCATION" MAY BE ON THE WAY OUT

Remember the time when every city had its one and only automobile row where 85% or more of all sales were made? Then, as markets and buying habits changed, "automobile rows" spread out and into neighborhoods that offered the greatest access to customers.

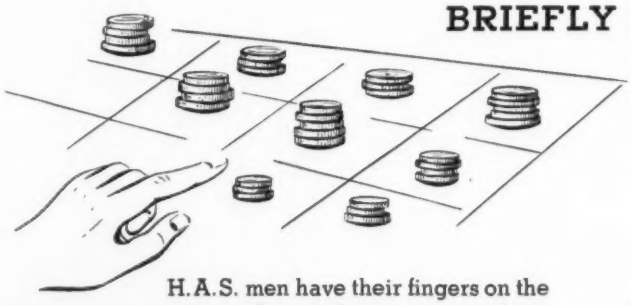
Everywhere markets and buying habits are changing. Meeting and coping with these changes rests basically on a thorough knowledge of individual markets . . . their differences, and their individual opportunities.

To secure graphic visualizations of nine of America's major markets where 50 million people live who spend 2/5 of the nation's retail dollars, Hearst Advertising Service and Hearst newspapers developed the Sales Operating Controls for the use of sales and advertising executives.

Zone offices, automobile dealers, factory analysts are, or should be thinking about the "long future". Where within a given city are people congregating? How are their living habits changing? Where are they moving, and are we changing and moving with them?

There is no substitute for experience and judgment, but there are great aids to both in the maps, dealer location data, automobile registrations, etc., available through Hearst Advertising Service specialized resources.

BRIEFLY THESE CONTROLS REPRESENT:



H.A.S. men have their fingers on the sales pulse of these nine markets.

One half million city blocks traversed by fieldmen.

445,000 retail outlets classified and routed.

475 maps of city sales divisions.

3,000 shopping centers and streets located on these maps.

Maps for 102 suburban sales areas.

1,500 suburban cities and towns located on these maps.

(Continued from Page 42)

New Passenger Car Registrations by Makes in States From 1938 Through 1950

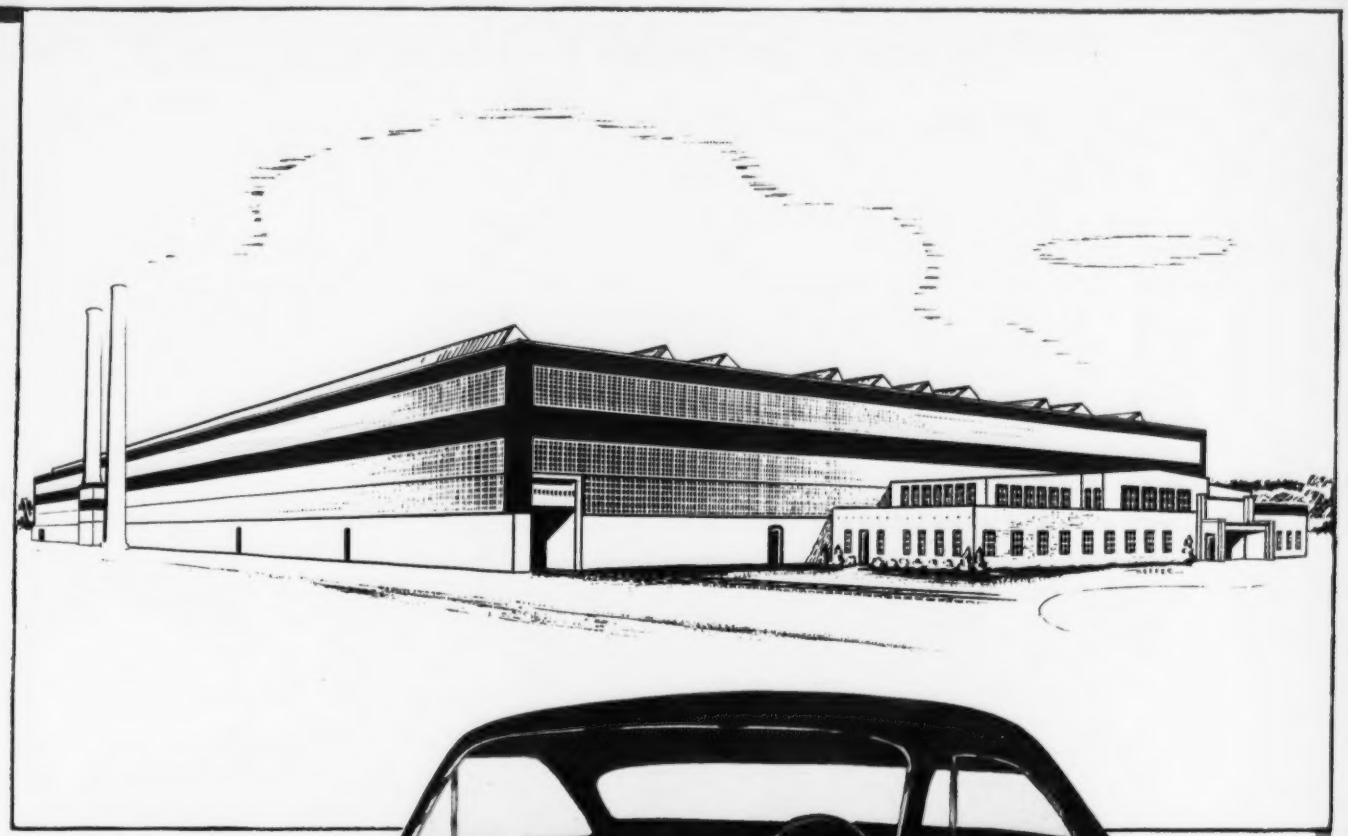
STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	
No. Carolina	'50	1921	1827	5326	9455	18529	25560	573	6511	32644	10280	1479	28943	6314	8431	55447	1613	184	434	1638	2222	1194	4512	612	448	119477
	'49	1722	1487	4917	9546	17672	20021	861	4403	25285	6846	1174	20597	4560	5835	39012	907	268		2099	1787	1912	3556	681	293	93472
	'48	1231	1029	3142	5567	10969	10410	504	2241	13155	3861	771	13551	2458	3964	24605	1877	996		1899	1403	1061	2506	514	421	59406
	'47	1092	808	3142	4966	10008	11657	302	1706	13665	3259	664	12548	2584	3788	22843	1230	1050		1338	1319	668	1819	502	314	54756
	'46	670	592	1943	3466	6671	7468	140	1115	8723	1616	247	6452	1195	1976	11486	60	26		1240	997	434	873	65	73	30648
	'41	1781	808	2917	8141	13737	14811	326	1726	16863	4245	643	17154	3123	4968	30133				1228	580	797	1950	433	6	65727
	'40	1440	556	2854	6988	11838	12502	296	1402	14200	3402	206	16041	2552	3837	26038				1315	405	770	1610	379	205	56760
	'39	912	402	2390	5735	9439	10908	273	1179	12360	2452	103	13483	1923	2447	20408				1262	442	751	955	235	308	46160
	'38	651	309	1470	5084	7514	8460	270	169	8899	2160	90	10072	1183	1488	14993				871	287	624	315	185	234	33922
No. Dakota	'50	787	565	1123	2920	5395	5964	82	921	6967	1849	253	6820	1307	1811	12040	406	44	63	458	564	333	1124	127	28	27549
	'49	741	448	1081	2932	5202	4450	136	795	5381	1271	174	5420	801	1193	8859	479	173		613	649	462	982	80	24	22904
	'48	479	302	570	1870	3221	2456	59	410	2925	633	95	2907	467	676	4778	604	341		337	345	118	578		106	13353
	'47	464	175	466	1706	2811	2554	28	368	2950	565	58	2762	446	510	4341	312	362		219	278	95	410	87	29	11894
	'46	181	130	313	910	1534	1776	15	225	2046	225	18	1127	160	213	1743	3	3		178	265	57	194	8	15	6046
	'41	269	215	532	1731	2747	3557	40	345	3942	641	48	4074	493	550	5806				112	390	50	437	135	2	13621
	'40	180	144	456	1571	2351	3156	43	362	3561	613	7	4137	427	376	5560				145	199	63	387	75	17	12358
	'39	129	126	423	1140	1818	2966	54	322	3342	476	4	2885	373	253	3991				133	216	39	204	38	24	9805
	'38	112	87	273	990	1462	2741	59	9	2809	375	8	2923	247	220	3773				163	153	53	120	65	22	8620
Ohio	'50	9843	7322	19336	33090	69591	71387	1964	17984	91335	31940	5616	92257	22043	27088	178944	5922	785	956	8424	9642	4910	15014	2102	764	388389
	'49	8661	6729	17222	33403	66015	47515	1920	10885	60320	24230	4582	69344	16937	19949	135042	4074	975		8271	8421	6284	10439	1878	1062	302776
	'48	6768	5602	13943	22151	48464	28204	1748	8477	38429	16574	3470	47317	11135	15462	93958	6448	3283		7267	6637	4303	7537	1681	2109	220116
	'47	6194	5134	14832	21416	47576	33311	1308	7546	42165	18281	3238	45083	12361	15417	94380	3401	3063		5628	6845	2862	6145	1973	1321	215359
	'46	4607	3922	9593	14720	32842	19625	587	3812	24024	9358	1425	24013	6369	8482	49647	227	123		5293	6263	2201	3311	471	287	124689
	'41	10115	7265	15632	34282	67294	36276	945	5231	42452	21773	3293	60070	15561	20802	121499				5461	6448	4031	7017	1611	221	256034
	'40	7284	5690	14295	34154	61423	32318	1085	4540	37943	19213	1280	57797	13708	17130	109128				6455	4407	4186	6770	1807	1320	233439
	'39	4370	4357	11866	24834	45427	27016	991	3799	31806	13538	787	34342	8987	10906	68560				4676	3934	3672	5917	1615	1919	167526
	'38	3028	2522	6255	17948	29753	17659	773	372	18804	8971	620	24255	5150	6331	45327				2614	1650	2583	2478	905	1325	105439
Oklahoma	'50	1654	1415	3787	7668	14524	18932	452	5280	24664	7542	1188	23375	4803	6021	42929	537	97	91	1213	2212	777	3132	350	65	90591
	'49	1526	1052	3274	6933	12785	12456	522	3303	16281	4508	897	16543	3102	4135	29185	434	178		1298	1609	1020	2145	402	225	65562
	'48	1317	804	2180	4441	8742	7535	351	1749	9635	2377	591	11657	1906	2757	19288	1230	733		1324	1235	785	1379	343	239	44933
	'47	1160	642	2102	3576	7480	7699	267	1193	9159	2329	463	10324	1783	2203	17102	776	646		855	1179	484	961	356	121	39119
	'46	673	517	1421	2844	5455	6144	151	876	7171	1180	242	5738	896	1142	9198	57	20		757	963	310	517	17	45	24510
	'41	1239	617	2142	3833	7931	11242	272	1111	12625	3012	509	13557	2581	3193	22852				574	652	493	1050	144	5	46226
	'40	894	523	2158	3972	7547	10724	306	1138	12168	2788	208	14466	2422	2937	22821				770	706	559	978	229	188	45966
	'39	634	417	2079	3581	6711	10542	359	1103	12004	2401	114	11220	1943	2307	17985				696	507	499	787	171	267	39627
	'38	482	378	1449	3955	6264	9214	317	205	9736	2151	142	10754	1467	1584	16098				584	353	428	404	250	226	34343
Oregon	'50	1942	1493	2986	5689	12110	12766	413	3478	16657	5831	983	16836	4049	4697	32396	1298	192	205	1590	2376	956	3335	600	546	72261
	'49	1482	1422	3029	5584	11517	8335	435	2282	11052	4026	722	12554	2967	3328	23597	662	150		1627	1791	1254	2724	403	392	55169
	'48	1175	1074	2187	3515	7951	5190	353	1612	7155	2715	449	8265	1803	2366	15598	1391	913		1230	1165	1003	2444	226	443	39519
	'47	1039	933	2002	3029	7003	5868	247	1108	7223	2771	333	7159	1719	2218	14200	637	754		895	1121	476	1337	259	216	34121
	'46	756	671	1412	1569	4408	2513	74	447	3034	1315	149	3537	947	1258	7206	28	26		773	901	334	798	6	6	17520
	'41	2097	1303	2642	4411	10453	4838	216	748	5802	3667	395	10006	2376	3319	19763				854	1532	732	1984	420	18	41558
	'40	1203	1005	1966	4024	8198	4236	220	697	5153	2625	131	8909	1980	2891	18536				734	990	579	1475	505	188	34358
	'39	882	707	1717	2978	6284	3694	208	663	4565	1891	80	6095	1346	1608	11020				527	945	477	1100	290	366	25574
	'38	582	415	1128	2476	4601	3036	221	81	3338	1539	65	4676	838	1028	8146				564	626	426	529	187	352	18769
Pennsylvania	'50	11843	9412	22516	45551	89322	74265	2177	19164	95606	35801	6389	92405	25906	29610	190111	7644	1060	1218	9278	12948	6429	17570	2954	895	435035
	'49	10580	8778	20301	44654	84313	46052	2577	11406	60035	26716	5012	69019	19892	20948	141587	5123	1145		8246	9976	8266	14649	2153	788	336281
	'48	9438	7518	18669	30922	66547	28195	2164	9465	39824	18270	4011	49375	13572	16758	101986	6722	3145		8099	8939	7123	11795	1414	1633	257227
	'47	8025	6332	17877	27721	59955	30487	1417	7674	39578	18894	3604	41579	14464	15451	93992	3348	2662		5886	8337	4029	8735	1299	912	228733
	'46	6290	4824	12022	18524	41660	18291	699	3391	22381	10132	1699	23314	7823	8371	51339	271	140		5521	7523	3281	5287	125	167	137695
	'41	14520	8718	18484	42475	84197	34592	1259	4745	40596	23956	4376	61174	19283	22956	131745				5291	6817	7022	10890	2363	364	289285
	'40	10816	7655	16546	40228	75245	32813	1477	4627	38917	26134	1636	62461	17631	20189	128051				6046	4882	7629	9189	2146	1930	274035
	'39	6736	4901	12805	30137	54579	26717	1265	3688	31670	17821	1018	38904	12676	12758	83177				4882	4798	6055	7642	1121	2277	196201
	'38	5042	3589	8905	24619	42155	19919	1025	385	21329	13826	754	29445	7737	7613	59375				3141	2674	4647	4343	1006	1662	140332
Rhode Island	'50	839	771	1860	3135	6605	5851	180	1617	7648	2328	567	6865	2404	2105	14269	469	71	86	609	1041	409	1311	178	188	32884
	'49	738	599	1640	2926	5903	3152	197	881	4230	1906	518	4809	1986	1610	10829	295	66		583	762	434	1111	151	84	24448
	'48	618	483	1293	2088	4482	2051	199	734	2984	1428	355	3760	1336	1382	8261	438	211		681	985	324	1106	110	178	19760
	'47	516	395	1184	1936	4031	2135	167	553	2855	1552	369	3359	1497	1469	8246	309	216		475	920	263	683	171	92	18261
	'46	386	256	794	1261	2697	1281	84	334	1699	747	162	1626	702	762	3999	18	10		454	622	205	307	17	24	10052
	'41	821	470	1257	3254	5802	2531	115	445	3091	1822	444	4722	1904	1976	10868				426	650	519	717	239	25	22337
	'40	593	357	1035	2994	4979	2429	145	421	2995	1963	174	4432	1582	1449	9600				406	334	419	492	121	163	19509
	'39	418	273	936	2722	4349	2400	121	354	2875	1442	131	3170	1071	1111	6925				334	463	457	679	26	198	16306
	'38	287	140	541	1721	2689	1758	108	27	1893	1061	89	2181	638	615	4584				183	191	397	367	28	151	10483
So. Carolina	'50	824	884	2733	4343	8784	12764	298	2960	16022	4857	790	15386	3138	3778	27949	307	25	128	766	1282	446	1926	244	194	58073
	'49	809	704	2475	4471	8459	9997	342	1852	12191	3028	618	11545	2103	2443	19737	222	60		1037	1148	708	1450	308	208	45528
	'48	634	481	1566	2853	5534	6104	253	1058	7415	1813	366	7805	1299	1943	13226	661	226		926	730	411	973	243	225	30570
	'47	550	423	1498	2598	5069	6533	198	1016	7747	1598	291	7240	1238	1699	12066	539	362		788	731	312	693	214	184	28705
	'46	354	304	937	1782	3377	4212	83	587	4882	787	128	4001	597	829	6342	51	28		722	541	245	372	1	74	16635
	'41	866	451	1467	4237	7021	8608	168	963	9739	2270	297	9827	1710	2336	16440				864	253	508	677	103	6	35611
	'40	562	296	1405	3945	6208	7163	140	856	8159	1542	95	8886	1374	1511	13408				938	212	521	760	144	82	30432
	'39	362	228	1275	3179	5044	6432	122	613	7167	1248	52	7220	818	1063	10401				868	260	487	671	85	117	25100
	'38	230	155	693	2202	3280	4141	115	60	4316	900	20	4794	420	640	6774				560	97	372	179	77	93	15748
So. Dakota	'50	619	453	1334	2555	4961	5188	114	1425	6727	2314	326	6676	1423	1825	12564	555	86	66	692	815	453	1096	118	25	28158
	'49	703	340	1198	2533	4774	3742	220	962	4924	1517	213	4589	1028	1290	8637	466	234		744	677	682	875	134	65	22212
	'48	482	227	753	1713	3175	1982	84	503	2569	829	103	3039	607	764	5342	1004	560		383	343	265	482	107	103	14333
	'47	443	158	675	1441	2717	1845	45	317	2207	590	66	2401	465	434	3956	389	438		216	307	99	316	133	30	10808
	'46	207	121	414	866	1608	1554	21	210	1785	306	26	1335	222	225	2114	28	9		221	258	72	167		19	6281
	'41	366	146	698	1350	2560	3007	44	325	3376	709	67	3721	670	452	5619				117	291	57	363	68		12451
	'40	247	168	688	1446	2549	3034	50	348	3422	742	16	3593	638	363	5352				147	239	73	377	92	35	12296
	'39	207	138	649	1352	2346	2717	50	274	3041	574	7	2967	540	294	4382				149	253	74	263	40	41	10589
	'38	130	82	365	1115	1692	2139	31	13	2183	446	6	2513	249	229	3443				139	180	71	124	40	39	7911
Tennessee	'50	1807	1676	5014	9527	18027	21643	370	3930	25943	9825	1171	25952	5400	7127	49475	1003	158	173	1514	2156	865	4541	794	498	105144
	'49	1720	1324	4406	8808	16258	16213	535	2611	19359	4899	988	18964	3701	4766	33318	789	214	999	2039	1521	1135	2937	733	533	78832
	'48	1426	926	2997	6250	11599	11016	393	2149	13558	3388	694	14830	2421	3548	24881	1463	598	2061	1982	1605	845	2295	473	833	60132
	'47	1570	908	3486	5847	11811	12727	321	2094	15142	3809	699	13710	2521	3447	24186	867	572	1439	1379	1854	715	1911	657	638	59732
	'46	770	574	1822	4207	7373	7365	164	1098	8627	1517	265	6986	988	1309	11065	100	47	147	904	1239	412	776	36	110	30689
	'41	1483	850	3078	6590	12001	11720	231	1159	13110	3520	556	16892	2366	2843	26177				637	1103	784	1848	414	41	56115
	'40	1022	683	2843	5793	10341	10792	240	1085	12117	2753	191	15598	2049	2197	22788				746	611	915	1697	492	215	49922
	'39	572	495	2172	4375	7614	9055	229	723	10007	2199	92	10843	1596	1509	16239				494	567	709	1294	241	303	37468
	'38	491	316	1241	3670	5718	5927	161	98	6186	1574	85	7457	989	903	11008				395	338	516	487	105	220	24973

* Includes Terraplane in '38 and '39.
† Includes Lafayette in '38 and '39.

(Continued on Page 46)

—Figures compiled by R. L. Polk & Co.

HELMS



America's Favorite

GRILLE GUARD

Pictured at the left are part of the vast, modern facilities that are working around the clock to produce top quality Helms Grille and Deck Guards.

Our aim during 1951 is to build the finest quality guards on the market and to fill, to the best of our ability, the requirements of our customers.

KNOWN AND SOLD BY TOP-FLIGHT DEALERS EVERYWHERE . . . OVERWHELMINGLY IN DEMAND BY THEIR CUSTOMERS.

During 1951 always specify Helms, the guards that Mr. and Mrs. America demand. Today is no time to experiment with unknown quantities, it is essential that you equip your customers' cars with positive protection, the "*proven protection*" of Helms Guards. Point for point Helms is the buy in '51 because Helms Guards:

1. Feature individual design which means ease of installation and guaranteed fit.
2. Prevent serious damage to body parts that cannot be replaced.
3. Add eye appeal, style and distinction to any automobile.
4. Make satisfied repeat customers for you, Mr. Dealer.
5. Pay BIG dividends in dealer profits.

Because, during this emergency, we realize the demand for accuracy, close contact, and courteous service your nearby Helms Distributor is available at your business at any time to discuss your requirements. A letter or phone call will bring him to your door.

Grille and Deck Guards for all makes and Models of automobiles 1948 through 1951.

THE HELMS DECK GUARD

HELMS INDUSTRIAL DEVELOPMENT CO. — GRAND RAPIDS, MICHIGAN

(Continued from Page 44)

New Passenger Car Registrations by Makes in States From 1938 Through 1950

STATES		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						TOTALS
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	
Texas	'50	7182	4547	17381	28238	57348	74174	2340	25462	101976	32598	5761	86935	19683	23999	168976	3017	374	449	5075	7420	2982	16244	1612	757	366050
	'49	6500	3445	14698	25665	50308	45704	2822	12131	60657	17843	3734	55314	11620	13603	102114	2012	752	2764	6076	5425	3666	9425	1794	1501	243730
	'48	5046	2739	9768	17885	35438	28160	1601	6424	36185	9919	2448	39127	7272	9214	67980	4605	2892	7497	4925	4066	2758	5999	1057	2414	168319
	'47	4210	2030	8882	13692	28814	29722	1091	4610	35423	9456	1965	32449	6071	7160	57101	2331	1931	4262	3423	3800	1647	3803	1138	369	139780
	'46	2550	1613	5742	10596	20501	21608	580	3062	25250	5215	888	18413	3520	4190	32226	155	98	253	2739	3378	1320	2188	84	130	88069
	'41	4974	2033	10073	17349	34429	40446	954	4362	45752	14258	2423	47649	9338	9409	83077				2071	1866	2190	4405	511	13	174314
	'40	3520	1728	9956	16750	31954	38759	1085	4186	44030	10936	985	44829	8322	6958	72030				2575	1566	2877	3810	567	647	160056
	'39	2441	1419	9050	14698	27608	34353	1038	2990	38381	8842	628	34572	6599	4980	55621				2333	1372	2235	3341	361	1061	132313
	'38	1997	1120	4772	14313	22202	27681	977	523	29181	7203	529	28477	4591	3534	44334				1840	919	1960	2110	447	824	103817
Utah	'50	635	520	1059	1927	4141	4782	134	1299	6215	2824	423	5808	1528	2029	12612	479	84	57	1120	906	354	1479	146	77	27670
	'49	601	562	1088	2085	4336	3387	117	877	4441	1586	314	4056	967	1423	8346	355	103	458	1190	766	398	1198	122	93	21348
	'48	482	377	848	1304	3011	2076	125	598	2799	895	175	2509	554	950	5083	539	314	853	476	486	248	688	41	160	13845
	'47	432	292	794	1193	2711	2154	81	539	2774	942	153	2411	599	703	4838	211	194	405	338	499	173	410	101	29	12278
	'46	196	221	517	641	1575	1098	46	301	1445	416	61	1178	278	350	2283	7	4	11	281	333	114	227	5	6	6280
	'41	436	457	680	1386	2959	2092	73	325	2490	1152	164	2887	708	1053	5964				357	294	277	712	98	5	13156
	'40	315	368	854	1449	2986	1811	104	343	2258	832	63	3100	804	893	5692				358	193	300	758	88	56	12689
	'39	186	264	711	1172	2333	1923	93	233	2249	551	25	2172	548	469	3765				324	208	233	737	94	95	10038
	'38	153	196	372	923	1644	1479	72	22	1573	444	19	1818	315	296	2892				208	130	151	329	37	81	7045
Vermont	'50	340	239	611	1270	2460	2039	31	420	2490	1211	173	2967	997	1058	6406	261	33	41	232	447	233	583	261	107	13554
	'49	342	293	810	1398	2843	1629	60	297	1986	1135	174	2480	1031	913	5733	268	72	340	408	615	352	627	252	146	13302
	'48	260	208	596	863	1927	1094	60	281	1435	713	139	1601	480	693	3626	279	156	435	277	345	216	439	108	132	8940
	'47	226	147	557	769	1699	1184	47	186	1417	636	114	1518	523	729	3520	176	159	335	233	281	198	298	139	44	8164
	'46	145	129	343	477	1094	612	21	64	697	350	56	705	242	370	1723	18	7	25	196	176	146	93	10	7	4167
	'41	287	203	495	1237	2222	1489	62	206	1757	867	141	2321	760	1068	5157				243	182	317	263	58	5	10204
	'40	223	161	419	1099	1902	1254	55	201	1510	876	33	2079	685	775	4448				213	108	320	187	61	43	8792
	'39	140	122	386	791	1439	1159	49	127	1335	709	23	1307	506	465	3010				189	169	253	171	30	70	6666
	'38	106	100	261	736	1203	760	28	10	798	538	8	996	293	249	2084				153	170	170	94	39	52	4763
Virginia	'50	2658	1929	5698	12310	22595	28500	760	5702	34962	9862	1555	30849	7179	8581	58044	1615	180	296	2805	2397	1617	5321	551	501	130886
	'49	2516	1856	5070	12234	21676	20137	807	3879	24823	6786	1201	23651	5386	6001	43025	1337	434	1771	3029	2274	2092	4134	648	610	103982
	'48	1913	1435	3840	8013	15201	12844	605	2828	16277	4386	717	16256	3052	4443	28854	2153	1167	3320	2220	1982	1315	2658	543	859	73229
	'47	1760	1169	3900	7135	13964	14573	367	2136	17076	4396	675	14436	2979	3971	26457	1125	1104	2229	1719	2057	870	1833	571	659	67435
	'46	924	745	1909	3969	7547	7609	162	956	8727	1811	239	6499	1214	1733	11496	48	29	77	1074	1268	497	733	47	107	31573
	'41	2125	1298	4233	10593	18249	15716	270	1496	17482	4632	700	19389	3457	4938	33116				1225	562	1128	1796	155	95	73808
	'40	1251	895	3122	8148	13416	12188	320	1271	13779	3880	176	16539	2478	3530	26603				1066	259	1049	1306	143	219	57840
	'39	731	651	2541	5762	9685	10435	244	979	11658	2608	82	11516	1530	2208	17944				672	202	795	788	148	280	42172
	'38	585	459	1648	4969	7661	7815	250	86	8151	2205	92	8671	991	1251	13210				468	244	611	390	225	244	31204
Washington	'50	2692	1867	4118	7039	15716	16698	422	3623	20743	7330	1171	21047	5450	5702	40700	1510	215	252	1631	3251	990	4526	520	1007	91061
	'49	1975	1923	4364	7465	15727	12850	414	2166	15430	5518	1016	15958	4357	4336	31185	803	234	1037	1703	2499	1502	4196	294	453	74026
	'48	1664	1473	3249	4911	11297	8095	478	2148	10721	4068	681	10409	2685	3179	21022	1323	968	2291	1703	1828	1162	3168	229	309	153730
	'47	1327	1280	2795	4059	9461	9727	281	1604	11612	3881	591	8819	2689	3126	19106	740	822	1562	1564	1634	643	1718	237	174	47711
	'46	879	866	1966	2103	5814	3948	129	836	4913	2000	216	4946	1444	1801	10407	80	39	119	1289	1457	510	978	49	29	25565
	'41	2276	1945	3882	6602	14705	7091	227	908	8226	5030	604	13314	3787	4170	26905				1891	2049	1270	2734	773	60	58613
	'40	1403	1314	3200	6050	11967	5515	234	817	6566	3889	203	11095	3062	3245	21494				1290	1002	1103	2305	539	231	46497
	'39	762	839	2729	4266	8596	4462	209	608	5279	2506	97	7804	2200	1943	14550				923	949	785	1706	180	348	33316
	'38	655	597	1492	3850	6594	3429	220	64	3713	1940	84	5596	1489	1255	10364				924	456	538	862	157	327	23935
W. Virginia	'50	1184	702	2398	4422	8706	9064	249	1979	11292	3498	506	10932	2258	2998	20192	637	95	106	764	1214	554	1562	531	154	45807
	'49	1111	632	2234	4626	8603	5635	310	1298	7243	2593	423	8465	1709	2082	15272	406	148	554	804	1078	854	1314	456	114	36292
	'48	943	542	1582	2987	6054	3541	180	953	4674	1410	303	5559	1118	1288	9678	885	450	1335	716	751	542	951	195	201	25097
	'47	785	431	1605	2809	5630	3872	105	579	4556	1402	276	4993	1133	1182	8986	454	398	852	656	749	357	732	196	168	22882
	'46	615	379	1068	1988	4050	2429	43	337	2809	712	120	2540	635	616	4623	38	22	60	548	654	229	384	20	55	13432
	'41	1319	725	1981	4997	9022	5391	131	585	6107	2181	341	8372	1725	2014	14633				699	594	609	1219	255	28	33166
	'40	1013	582	1932	4666	8193	4642	133	513	5288	2187	107	8599	1674	1632	14199				824	384	655	1158	271	130	31102
	'39	587	419	1311	3254	5571	4044	131	465	4640	1570	51	6031	1133	983	9768				547	368	352	1091	206	212	22755
	'38	440	356	939	2850	4585	2809	104	34	2947	1238	41	4619	647	633	7178				405	163	439	464	141	161	16483
Wisconsin	'50	3747	2700	7177	12527	26151	25685	613	6597	32895	13453	2019	31676	9853	10367	67368	2547	371	321	3967	8422	1965	6434	511	209	151161
	'49	3241	2676	6998	12784	25699	18139	701	3713	22553	9379	1529	24906	7416	7502	50732	2096	641	2737	3880	6799	2636	4903	491	405	120835
	'48	2640	2097	4909	8228	17874	10326	664	2874	13864	5855	1062	17141	4873	5123	34054	3450	1853	5303	2501	5029	1587	2983	537	484	84216
	'47	2169	1698	4599	7288	15754	10532	368	2380	13280	5337	819	14321	4469	4313	29259	1182	1202	2384	2093	4846	869	1978	522	131	71116
	'46	1360	1340	3312	4893	10905	7715	193	1546	9454	2854	370	8115	2631	2355	16325	74	43	117	1941	4087	616	1087	28	48	44603
	'41	2668	2164	4337	9449	18618	15018	350	2082	17450	7320	958	21406	6651	6551	42886				2192	5138	1464	2911	431	19	91109
	'40	1973	1744	4289	9976	17982	12734	405	2125	15264	6761	374	21235	5636	5499	39505				2439	3629	1404	2356	416	345	83340
	'39	1202	1066	3726	7252	13246	11273	371	1613	13257	4879	240	13880	3533	3424	25956				1699	3464	1196	2280	276	499	61873
	'38	912	727	2427	7050	11116	10001	307	154	10462	3843	198	12377	2453	2380	21251				1043	2408	923	1052	261	356	48872
Wyoming	'50	483	334	839	1366	3022	2894	134	1014	4042	1874	296	4075	933	1185	8363	175	50	22	484	531	257	628	216	14	17804
	'49	373	212	649	1173	2407	1975	138	547	2660	1057	191	2461	542	643	4894	178	60	238	557	385	274	475	123	10	12023
	'48	335	206	471	952	1964	1212	99	331	1642	672	115	1824	329	408	3348	372	251	623	268	247	180	377	74	39	8762
	'47	265	132	411	724	1532	1214	43	221	1478	502	70	1597	296	288	2753	205	231	436	212	203	86	225	97	27	7049
	'46	135	114	249	466	964	802	16	147	965	251	24	802	147	145	1369	14	10	24	155	153	63	123	11	7	3834
	'41	357	169	395	847	1768	1758	72	297	2127	738	68	2363	389	416	3974				192	159	105	307	68		8700
	'40	263	153	348	730	1494	1446	61	308	1815	656	15	2302	411	302	3686				221	124	103	258	40	34	7775
	'39	171	118	438	760	1487	1527	71	279	1877	563	8	1945	362	190	3068				189	163	114	196	31	49	7174
	'38	161	110	289	701	1261	1119	58	21	1198	387	4	1421	208	149	2169				146	100	103	88	35	36	5136
Dist. of Col.	'50	906	533	1857	3957	7253	5588	283	1596	7467	2591	715	6999	2395	2619	15319	195	251	37	704	694	428	1005	121	218	33466
	'49	791	535	1858	3724	6908	4302	285	1166	5753	2214	654	5883	2028	1937	12716	116	51	217	891	700	708	1052	90	119	29154
	'48	725	463	2009	3493	6690	2944	209	831	3984	1707	615	5000	1277	1835	10434	425	182	607	761	629	725	957	99	244	25130
	'47	620	373	2088	2897	5978	3506	167	485	4158	1817	583	4547	1419	1851	10217	281	272	553	486	536	461	525	119	153	23186
	'46	435	300	1011	2039	3785	2334	90	268	2692	1056	263	2600	757	1078	5754	19	15	34	433	451	536	315	15	33	14048
	'41	1366	872	2069	3932	8239	4003	167	448	4618	2807	670	6548	2036	2751	14812				456	275	672	987	59	68	30186
	'40	928	642	1856	4229	7655	3658	211	445	4314	3134	282	7013	1502	2814	14745				610	197	534	864	40	211	29170
	'39	759	550	2178	4175	7662	4217	187	645	5049	2536	158	4528	1003	1957	10182				661	199	606	834	100	344	25637
	'38	524	312	1228	3255	5319	3084	177	82	3263	2055	149	3430	737	1050	7421				307	225	513	546	82	268	17944

* Includes Terraplane in '38 and '39.
† Includes Lafayette in '38 and '39.

—Figures compiled by R. L. Polk & Co.

A SOLID Foundation!

It certainly pays to travel with **MERCURY**

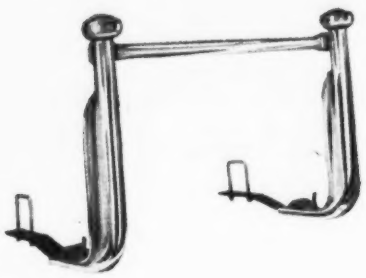
New Passenger Car Registrations by Makes and Months from 1939 Through 1950

MONTHS		CHRYSLER GROUP					FORD GROUP				GENERAL MOTORS GROUP						KAISER GROUP			NON-AFFILIATED MFRS.						
		Chrysler	DeSoto	Dodge	Plymouth	Totals	Ford	Lincoln	Mercury	Totals	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	Totals	Kaiser	Frazer	Henry J	*Hudson	†Nash	Packard	Studebaker	Willys	Miscel.	Monthly Totals
January	'50	12090	8420	23684	43407	87601	70654	1868	17551	90073	28038	2737	84887	19592	27227	162481	412	2556		9159	7584	4146	14404	1820	1326	37990
	'49	9092	7675	19881	35485	72133	55191	3607	9271	68069	25837	6308	30172	13896	12719	88932	2143	3354		11137	7937	6122	9232	1776	2114	272949
	'48	8621	6946	20335	30311	66213	44896	1728	10110	56734	18073	4351	55090	12148	16428	106090	5443	7410		6596	8469	4152	10211	1886	1775	274978
	'47	6326	4938	13325	19073	43662	35442	1576	7627	44645	16158	3570	43506	13811	12609	89654	1158	2402		6646	8396	2871	7432	1324	873	209063
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	10800	6132	16648	35209	68789	50789	1639	7060	59488	26261	5145	70939	19246	22315	143906				5384	5607	4494	7991	1488	411	297558
	'40	7374	5137	16514	32987	62012	42824	2008	6734	51566	23108	1144	65945	14141	16203	120541				5737	4335	5271	7147	1678	1929	260216
	'39	5877	3952	15587	29960	55376	37541	1938	4510	43989	15838	1282	46471	11419	11505	86515				3560	3900	3088	3500	978	2306	203212
February	'50	8968	6636	17762	29006	62372	80801	2384	20417	103602	33101	3843	99270	26593	30573	193380	395	2407		8942	9213	4540	20866	1808	1465	408990
	'49	6897	5549	13496	22692	48634	52782	2733	9259	64774	25136	5509	41275	15924	14480	102324	1556	2537		10146	8124	5879	10613	1552	1875	258014
	'48	6188	4710	14480	21433	46811	42650	1238	9321	53209	20001	1801	53411	12484	18148	105845	4555	6501		6907	8227	3549	10367	1845	1965	249781
	'47	6313	4830	13466	22832	47441	38691	1706	8401	48798	16970	3419	38774	13061	14836	87060	1417	2740		7324	7070	3004	7082	1429	968	214333
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	10404	6023	15176	34502	66105	54088	1544	6824	62456	24391	4685	73488	19604	23759	145927				5156	6594	4082	7530	1497	354	299701
	'40	7073	5076	14556	28923	55628	37742	1543	5610	44895	17749	878	55661	12508	14045	100841				5216	3582	4875	6569	1479	1540	224625
	'39	4632	3190	12401	23956	44179	30773	1379	3538	35690	12921	918	38544	8750	9369	70502				3032	3308	2664	3011	747	1809	164942
March	'50	5022	3637	10623	12921	32213	108157	2889	28898	139944	48768	7631	121764	34797	38788	251748	474	3521		12609	14549	6776	29942	2407	1702	495885
	'49	9399	8185	15679	28084	61347	69858	3433	13793	87084	29885	6647	71389	20733	25898	154552	2068	3773		13110	11136	8465	14389	2139	2290	360353
	'48	8997	6945	18599	29364	63905	42405	1133	8454	51992	24726	3665	66465	18377	23470	136703	4657	7795		10967	10490	5884	13434	2821	3002	311650
	'47	7779	5660	16762	28397	58598	45992	2122	9914	58028	19663	3996	50494	15696	17669	107518	1771	3321		9424	9892	3859	9107	1738	1458	264714
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	15522	9060	22561	50599	97742	66216	1840	8849	76905	35216	6253	106436	25838	34626	208369				7288	9446	6507	10500	2235	404	419396
	'40	9077	6348	19466	39683	74574	52950	1846	7837	62633	23859	984	79138	17905	20794	142680				7060	5295	6744	8916	2074	2395	312371
	'39	6833	5201	19269	35561	66864	43900	1751	5318	50969	19607	1102	59973	13094	14598	108374				4462	5421	3800	4495	1033	2620	248038
April	'50	2295	1625	4337	4919	13176	103499	3001	28645	135145	47487	7724	121188	32118	36918	245435	1850	2914		13754	18085	7726	29267	2279	1584	471215
	'49	10946	7784	14585	49473	82788	67212	3592	17248	88052	28666	7034	76637	20325	24672	157334	1987	6009		12595	12599	8553	16087	2525	2159	390688
	'48	12512	9600	24332	35598	82042	23864	1231	3910	29005	24823	6434	71184	19197	24187	145825	7417	12152		12069	12653	8103	13535	3143	4611	330555
	'47	8723	6988	19402	31610	66723	43838	2242	9734	55814	21570	4867	61569	16402	19551	123959	2450	3449		8720	11132	4291	9658	2419	1611	290226
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	19239	11666	27985	63571	122461	63009	2042	9133	74184	44167	7928	120879	33917	41187	248078				9808	10893	7723	12701	2319	293	488460
	'40	10822	7303	21827	46457	86409	56877	2105	8754	67736	28456	1248	89985	20297	22907	162893				8004	5924	7228	9878	2124	3043	353239
	'39	6855	5423	20677	37830	70785	46207	1845	6027	54079	21223	1277	64230	14062	15751	116543				5046	5997	4320	7273	1119	3173	268335
May	'50	4113	2794	7818	13891	28616	105198	3027	31030	139255	46958	7773	117626	31520	37429	241306	2603	3704		14147	20380	7614	25987	3103	1648	488363
	'49	10918	8734	19610	48909	88171	60454	4061	17281	81796	35824	7714	104542	25403	31178	204661	1983	7683		15095	12152	9367	19626	2941	2441	445916
	'48	9377	7011	17141	25908	59437	6056	2967	8257	17280	19043	5763	53896	14711	17861	111274	7216	10822		10784	11207	8464	12121	2485	4548	255638
	'47	8358	6424	18608	28663	62053	46942	2339	10232	59513	20131	4989	62282	16212	19288	122902	3336	3364		9274	9712	3652	9048	2341	1524	286719
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	21607	13611	29948	66290	131456	76854	2426	10807	90087	42311	8110	121411	33551	39889	245272				9963	11265	8650	14315	3074	396	514478
	'40	10345	7032	21251	46655	85283	55147	1879	8117	65143	27136	1239	87895	20400	23274	159944				7973	5196	6978	10199	2025	3007	345748
	'39	7457	5488	22631	39680	75256	49352	1899	6776	58027	20591	1285	65003	14339	16557	117775				5239	5504	6059	8780	1099	3095	280834
June	'50	14957	12085	29946	54316	111304	106562	3021	30153	139736	46261	8839	123388	31649	38616	248753	2208	9575		14072	19788	7146	26212	3447	1696	583937
	'49	11277	8994	23262	48984	92517	42420	2708	10808	55936	35798	7433	110078	25876	31858	211043	1599	7896		15103	12862	10064	20312	2902	1909	432143
	'48	4783	3877	9280	14941	32881	16527	3723	11053	31303	19961	5373	57567	14587	17430	114918	7004	11239		11686	10573	8007	13267	1541	4507	246926
	'47	7419	5549	16867	25658	55493	44735	2272	8454	55461	20352	4665	59661	14897	18201	117776	5003	3337		8670	8505	3526	8658	2049	1385	269863
	'46	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.				N.A.	N.A.	N.A.	N.A.		N.A.	N.A.
	'41	17531	11254	24566	54600	107951	71586	2292	10045	83923	37569	7105	103324	27332	33168	208498				8232	10228	7734	13968	2638	298	443470
	'40	9477	6910	19413	45635	81435	50492	1522	7405	50419	24119	988	78951	18223	22341	144622				7361	4719	6352	10172	1827	2708	318615
	'39	5978	5204	18154	31640	60976	45009	1557	6139	52705	18375	1077	57674	12485	14499	104110				4783	4704	4504	8263	1047	2649	243741
July	'50	18134	14173	37182	61419	130908	99694	3306	28773	131773	48884	9301	126897	33153	39279	257514	1677	13116		15918	20251	7046	24528	4522	2673	609926
	'49	11175	8703	26833	45071	91782	70887	2589	16060	89536	31432	6621	106449	24931	30488	199921	1191	6595		12293	13551	9267	19617	2911	1551	448208
	'48	9785	7224	19163	31649	67821	39104	3987	13068	56159	18565	5169	51321	13734	16127	104916	5407	10665		10497	9735	7380	13231	754	4641	291206
	'47	7396	5632	16793	23120	52941	39479	2235	7694	49408	19935	4690	59676	15212	18390	117903	5984	4137		9038	7508	3807	8715	2298	1428	263167
	'46	7799	5813	15872	23621	53105	24893	652	4228	29773	11866	1592	30805	8647	10543	63453				7904	8233	1679	5684		54	172961
	'41	14874	9184	21213	45758	91029	65485	1962	8704	76151	33383	6970	95110	24624	28895	188982				6319	7563	5922	13051	2415	363	391795
	'40	9262	7215	19285	41682	77444	54791	2100	8045	64936	25304	941	77374	17199	21033	141851				5544	4937	6439	9375	2069	2651	315246
	'39	5895	5203	17796	30826	59720	47043	1697	6394	55134	15576	920	52096	10649	11902	91143				4250	4180	3120	8003	943	2815	229308
August	'50	20641	15631	43708	71740	151720	113067	3570	29371	146008	55466	12566	147369	37801	45786	298988	1106	14507		15435	18147	3836	26026	4668	3554	683995
	'49	12956	9869	29733	50911	103469	77660	3066	18189	98915	33668	6800	114034	26734	34264	215500	1008	6216		11480	13763	9857	13820	2825	1473	478326
	'48	10532	8192	20807	36149	75680	41589	2810	14684	59083	21804	6088	61509	16133	19310	124844	3312	11645		7795	10867	7262	11511	645	5144	317788
	'47	8604	6740	19720	27284	62348	42082	1564	6881	50527	19995	4612	53459	14285	16242	108593	5571	5602		8672	8201	4331	7521	2025	1475	264866
	'46	7940	5966	16048	24625	54579	37058	1524	6816	45398	14012	2154	38412	8375	11475	74428	1	2		6788	7575	3771	6578		57	199316
	'41	10349	7565	15968	23018	56900	52895	1099	5736	59730	17137	3277	57326	11854	15710	105304				4677	3677	4202	9623	2211	271	246595
	'40	6009	5611	14154	22039	47813	35168	1498	5495	42161	16604	619	55079	11246	11877	95425				5599	3558	6028	6268	1910	2269	211031
	'39	5028	5101	12798	25198	48034	36933	1491	5335	43759	10688	867	40666	8480	7978	68679				3015	3362	4541	7818	1038	2387	182633
September	'50	16665	12482	37403	73034	139584	110211	2853	28030	141094	50180	12394	137662	34135	41654	276025	475	13286		9868	9722	3515	25791	3375	3020	625775
	'49	12081	9249	29011	50002	100343	72537	3036	16866	92439	37964	6882	108320	25130	30996	209292	720	4475		9640	9843	8735	19871	2801	1267	459426
	'48	8694	6506	16075	28518	59793	53654	2018	16794	72466	20787	5833	58834	15311	18765	119530	3606	8961		3851	4830	6012	11185	999	5106	296339
	'47	7802	6207	18702	27481	60192	44664	1345	5599	51608	22280	4938	43825	14720	14688	100451	5333	5178		6990	7710	4449	6007	1803	1574	251655
	'46	7230	5382	14620	25296	52528	37546	1242	7151	45939	18918	3008	43292	12605	14354	92177	4	3		8578	7231	4399	7912	22	69	219281
	'41	5770	4297	10806	20526	41399	22708	604	2498	25810	5927	1210	20236	4129	6521	38023				5238	2319	4860	5695	1395	554	125293
	'40	3069	3392	7144	19442	33047	13771	1040	2821	17632	20186	711	30805	9083	11805	72590				7156	2182	5342	6840	1386	1825	148000
	'39	3340	3620	10153	27943	45056	18948	1086	3397	23431	9206	656	24099	6369	7248	47578				4886	3770	6796	7778	942	1396	141633
October	'50	16997	12397	31340	67961	128695	113218	2700	25583	141501	41660	11288	128778	29418	36150	247294	244	9496	5330	4605	14605	7396	16055	2560	2592	580373
	'49	13492	10890	30564	51081	106027	81449	3243	19546	104238	33145	7050	103786	24871	30044	198896	587	3353		7911	11774	7831	21133	2320	1224	465294
	'48	6698	5693	13343	24229	49963	59775	3578	15551	78904	20930	6054	60259	15408	18367	121018	2114	9621		6853	2110	4645	11206	1295	3713	291442
	'47	8333	6640	19495	26354	60822	50233	2198	11830	64261	24509	2913	52596	15114	17342	112474	6181	6643		4601	8175	4503	9993	2256	1419	281428
	'46	6277	4810	13181	24212	48480	41871	1437	8846	52154	20049	3131	41516	13899	16988	95583	119	133		7234	8636	4579	7353	219	74	225180
	'41	5912	4450	10455	21052	41869	24670	969	3395	29034	10588	2728	40243	7832	12054	73445				4149	3398	6082	6194	1135	179	165485
	'40	6486	4820	10273	41517	63096	41761	1859	4759	48379	32283	3590	71689	18627	22576	148765				8044	2534	7046	10113	1418	1100	290495
	'39	6183	4727	13773	37566	62249	34500	1271	4321	40092	23522	960	25246	13188	14180	77096				8240	4283	8286	8576	1864	1900	212586
November	'50	13288	10516	23029	52365	99198	72106	2351	22880	97337	34706	10293	103557	24914	29834	203304	178	4993	4491	5737	10394	5850	9030	1655	2026	444193
	'49	11515	9487	27509	47466	95977	68272	2936	17317	88525	27605	6376	90677	23159	27171	174988	463	2788		7059	11781	6931	17694	1992	1042	409240
	'48	9787	7848	21213	33242	72090	57847	4328	11887	74062	21092	5091	59153	9352	19622	114310	3831	6411		11581	7452	6758	11833	2030	2985	313230
	'47	9293	7381	20436	30677	67787	52071	2360	13320	67751	23595	6275	64275	16565	20656	131366	5831	7047		2494	7612	4673	8883	1804	1359	258934
	'46	6699	5282	14352	19667	46000	39208	1775	8852	49835	23500	4640	73366	18210	19807	139523	613	876		8437	9583	5240	6906	762	108	230424
	'41	5559	3864	10590	19875	39888	27023	1254	4388	32665	16748	3286	35160	11460	14661	81315				3895	3215	4773	5696	733	191	164747
	'40	11421	6997	17584	37621	73623	52810	1817	7840	62467	28758	5232	88195	21740	25143	169068				6227	4427	5813	8057	1783	970	301430
	'39	3694	2914	9776	16875	33259	45285	2123	7468	54876	24585	1479	64819	16797	18508	126188				7671	4844	7969	8741	2107	2684	231571
December	'50	18130	14627	33262	62388	128407	82951	3348	26886	113185	54298	7436	108013	36829	38274	244850	5757	262	4518	9973	13004	7579	20121	2282	2321	552259
	'49	10768	8192	23367	49757	92084	88044	2687	20991	111722	27465	6506	74107	22369	27265	157712	522	3316		12338	9806	6700	17066	1892	978	414136
	'48	9341	7902	19155	35832	72230	58521	3897	14423	76841	14957	3757	60920	14089	19224	112947	3432	5145		9912	7543	7627	11219	1964	2446	311419
	'47	7525	5977	15976	21609	51087	48477	2122	11512	62111	20957	4445	50592	14103	16939	107036	7123	8351		1491	8895	4909	10019	1914	1654	312263
	'46	6191	4693	12992	19534	43410	38323	1662	8997	48982	20481	3965	46814	15316	18682	105258	1136	2487		7962	11087	5469	8457	1326	98	274735
	'41	5458	3898	9647	17187	36190	26690	1098	4435	32223	14917	3545	35794	10980	13338	78574				3152	3619	4624	7067	962	153	174188
	'40	9702	6102	15785	37452	69041	48412	1787	6996	57195	27951	4391	72011	19887	23817	148057				6058	6164	5678	8747	1645	483	334073
	'39	2184	2019	3570	11772	19545	46005	1903	6661	54569	26863	1267	59520	16780	17741	122171				8671	4777	6858	8422	1817	2946	246544

* Includes Terraplane, 1939.
† Includes Lafayette, 1939.

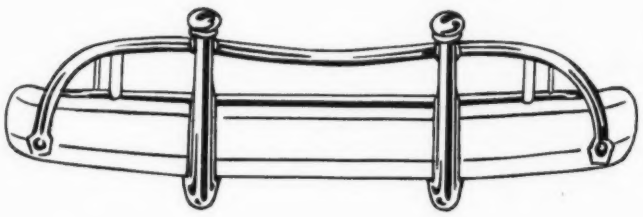
Source: R. L. Polk & Co.

Engineered for... LASTING PROTECTION

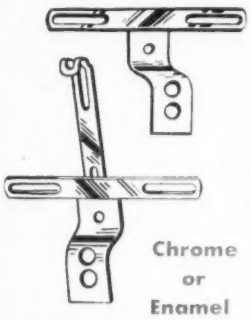


GRILLE GUARDS
TRUNK GUARDS

WINGRAIL GUARDS



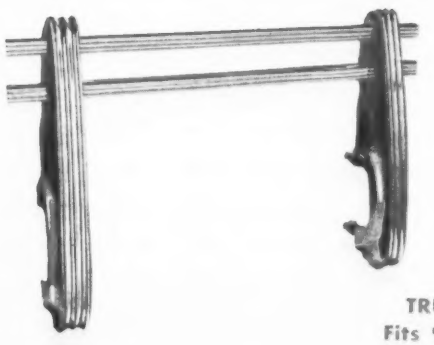
LICENSE PLATE BRACKETS



Chrome
or
Enamel

LICENSE PLATE FRAMES

Nearly
2,000,000
Pairs Sold



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CELLO

GRILLE GUARDS

Cello Products Co.

161 Prescott Street, East Boston 28, Massachusetts

New Passenger Car Sales by Makes in

Standing	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC STATES								
	Maine	New Hampshire	Vermont	Massa-chusetts	Rhode Island	Connec-ticut	New York	New Jersey	Pennsyl-vania	Delaware	Maryland	District of Columbia	Virginia	West Virginia	North Carolina	South Carolina	Georgia	Florida
1	Chev. 6641	Chev. 4325	Chev. 2967	Chev. 31497	Chev. 6865	Chev. 17822	Chev. 104415	Chev. 40700	Chev. 92405	Chev. 3963	Chev. 22498	Chev. 6999	Chev. 30849	Chev. 10932	Chev. 28943	Chev. 15386	Chev. 28623	Chev. 24816
2	Ford 5004	Ford 3431	Ford 2039	Ford 27718	Ford 5851	Ford 13331	Ford 80110	Ford 32995	Ford 74265	Ford 3333	Ford 18060	Ford 5588	Ford 28500	Ford 9064	Ford 25560	Ford 12764	Ford 22856	Ford 20911
3	Plym. 2647	Plym. 1559	Plym. 1270	Plym. 16469	Plym. 3135	Buick 7631	Buick 50401	Buick 18840	Plym. 45551	Pont. 1552	Plym. 8964	Plym. 3957	Plym. 12310	Plym. 4422	Buick 10280	Buick 4857	Buick 10478	Buick 10129
4	Pont. 2273	Buick 1513	Buick 1211	Buick 13903	Olds. 2404	Plym. 7594	Plym. 46927	Plym. 18291	Buick 35801	Buick 1378	Buick 6703	Pont. 2619	Buick 9862	Buick 3498	Plym. 9455	Plym. 4343	Plym. 9329	Plym. 9951
5	Buick 2188	Pont. 1482	Pont. 1058	Olds. 13352	Buick 2328	Pont. 6078	Pont. 41517	Pont. 16981	Pont. 29610	Plym. 1209	Buick 6225	Pont. 2591	Pont. 8581	Pont. 2998	Pont. 8431	Pont. 3778	Pont. 8158	Merc. 8260
6	Olds. 1633	Olds. 1133	Olds. 997	Pont. 12423	Pont. 2105	Olds. 5917	Olds. 39355	Olds. 13924	Olds. 25906	Olds. 1197	Olds. 5192	Olds. 2395	Olds. 7197	Dodge 2398	Merc. 6511	Olds. 3138	Merc. 6901	Pont. 7877
7	Dodge 1437	Dodge 1005	Dodge 611	Dodge 8634	Dodge 1860	Merc. 4655	Dodge 32513	Merc. 12700	Dodge 22516	Stud. 1094	Merc. 4880	Dodge 1857	Merc. 5702	Olds. 2258	Olds. 6314	Merc. 2960	Olds. 6040	Olds. 5960
8	Merc. 1363	Merc. 809	Stud. 583	Stud. 8119	Merc. 1617	Dodge 4633	Merc. 26412	Dodge 11979	Merc. 19164	Merc. 787	Dodge 4399	Merc. 1596	Dodge 5698	Merc. 1979	Dodge 5326	Dodge 2733	Dodge 5077	Dodge 5711
9	Stud. 1288	Stud. 742	Nash 447	Merc. 7974	Stud. 1311	Stud. 3908	Stud. 20458	Stud. 8978	Stud. 17570	Dodge 776	Stud. 3652	Stud. 1005	Stud. 5321	Stud. 1562	Stud. 4512	Stud. 1926	Stud. 4172	Stud. 4469
10	Nash 819	Nash 658	Merc. 420	Nash 5160	Nash 1041	Chry. 2375	Chry. 15226	Chry. 6103	Nash 12948	Nash 310	Chry. 2224	Chry. 906	Hud. 2805	Nash 1214	Nash 2222	Nash 1282	Chry. 1937	Nash 2728
11	Hud. 719	Hud. 477	Chry. 340	Chry. 4254	Chry. 839	Nash 2323	Nash 14879	Nash 5248	Chry. 11843	Cad. 298	Nash 2181	Cad. 715	Chry. 2658	Chry. 1184	Chry. 1921	DeSot. 884	Nash 1752	Chry. 2780
12	Chry. 656	Chry. 439	Kais. 261	Hud. 3614	DeSot. 771	Cad. 1806	DeSot. 14297	Hud. 4915	DeSot. 9412	Kais. 282	Hud. 1813	Hud. 704	Nash 2397	Hud. 764	DeSot. 1827	Chry. 824	Hud. 1573	Hud. 2217
13	DeSot. 505	DeSot. 273	W-O 261	DeSot. 3717	Hud. 609	DeSot. 1651	Cad. 12536	DeSot. 4163	Hud. 9278	Chry. 271	DeSot. 1494	Nash 694	DeSot. 1929	DeSot. 702	Hud. 1638	Cad. 790	Cad. 1568	Cad. 2113
14	Kais. 502	Cad. 267	DeSot. 239	Cad. 2935	Cad. 567	Hud. 1582	Hud. 12063	Cad. 3833	Kais. 7644	DeSot. 240	Pack. 1242	DeSot. 533	Pack. 1617	Kais. 637	Kais. 1613	Hud. 766	DeSot. 1356	DeSot. 1642
15	Cad. 461	Kais. 267	Pack. 233	Kais. 1803	Kais. 469	Pack. 1376	Kais. 8027	Pack. 3171	Pack. 6429	Hud. 225	Cad. 1095	Pack. 428	Kais. 1315	Pack. 554	Cad. 1479	Pack. 446	Kais. 998	Pack. 1386
16	Pack. 338	Pack. 240	Hud. 232	Pack. 1758	Pack. 409	Kais. 1088	Pack. 7823	Kais. 2945	Cad. 6389	Pack. 175	Kais. 1009	Linc. 283	Cad. 1555	W-O 531	Pack. 1194	Kais. 307	Pack. 978	W-O 1383
17	W-O 275	W-O 210	Cad. 173	W-O 1066	Linc. 180	W-O 688	W-O 3947	W-O 1576	W-O 2954	Linc. 102	Linc. 551	Kais. 195	Linc. 760	Cad. 506	W-O 612	Linc. 298	Linc. 834	Linc. 1115
18	Linc. 162	Linc. 99	Cros. 53	Linc. 889	W-O 178	Linc. 497	Linc. 2992	Linc. 1279	Linc. 2177	W-O 82	W-O 412	W-O 121	W-O 553	Linc. 249	Linc. 573	W-O 244	W-O 555	Kais. 1082
19	Fraz. 97	Fraz. 48	Hen. J 41	Hen. J 372	Hen. J 86	Hen. J 256	Fraz. 1246	Hen. J 662	Hen. J 1218	Hen. J 46	Hen. J 291	Hen. J 37	Hen. J 296	Cros. 135	Hen. J 434	Hen. J 128	Hen. J 249	Cros. 654
20	Cros. 63	Hen. J 47	Fraz. 33	Fraz. 225	Fraz. 71	Fraz. 142	Hen. J 1181	Fraz. 352	Fraz. 1060	Fraz. 30	Fraz. 116	Fraz. 25	Fraz. 180	Hen. J 106	Cros. 193	Cros. 70	Fraz. 144	Hen. J 368
21	Hen. J 50	Cros. 29	Linc. 31	Cros. 224	Cros. 40	Cros. 127	Cros. 616	Cros. 184	Cros. 349	Cros. 25	Cros. 62	Cros. 11	Cros. 117	Fraz. 95	Fraz. 184	Fraz. 25	Cros. 131	Fraz. 115

Standing	EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
	Ohio	Illinois	Indiana	Michigan	Wisconsin	Kentucky	Tennessee	Alabama	Mississippi
1	Chev. 92257	Chev. 84952	Chev. 45377	Chev. 106230	Chev. 31676	Chev. 20508	Chev. 25952	Chev. 21152	Chev. 12819
2	Ford 71387	Ford 70824	Ford 35853	Ford 94148	Ford 25685	Ford 16875	Ford 21643	Ford 17127	Ford 10975
3	Plym. 33090	Plym. 40253	Plym. 16856	Buick 35057	Buick 13453	Plym. 6881	Buick 9825	Buick 6497	Plym. 4888
4	Buick 31940	Buick 37611	Buick 15549	Pont. 33121	Plym. 12527	Buick 5967	Plym. 9527	Plym. 6150	Buick 4712
5	Pont. 27088	Pont. 28352	Stud. 14329	Plym. 32116	Pont. 10367	Pont. 5268	Pont. 7127	Pont. 4967	Pont. 3462
6	Olds. 22043	Olds. 25304	Pont. 13641	Olds. 25653	Olds. 9853	Olds. 4398	Olds. 5400	Merc. 4739	Olds. 2272
7	Dodge 19336	Merc. 21271	Olds. 10933	Merc. 20540	Nash 8422	Dodge 3469	Dodge 5014	Olds. 3751	Merc. 2324
8	Merc. 17984	Dodge 20406	Dodge 8899	Dodge 16614	Dodge 7177	Stud. 3246	Stud. 4541	Stud. 3327	Stud. 2109
9	Stud. 15014	Stud. 17101	Merc. 7334	Stud. 11159	Merc. 6597	Merc. 2593	Merc. 3930	Dodge 3198	Dodge 1997
10	Chry. 9843	Hud. 14039	Nash 7090	Hud. 8802	Stud. 6434	Nash 1991	Nash 2156	Nash 1701	Chry. 1028
11	Nash 9642	Nash 13634	Nash 5947	Nash 8618	Hud. 3967	Chry. 1698	Chry. 1807	Chry. 1300	Nash 827
12	Hud. 8424	Chry. 10099	Chry. 4395	Chry. 7781	Chry. 3747	Hud. 1204	DeSot. 1676	Hud. 963	DeSot. 716
13	DeSot. 7322	Dodge 7776	DeSot. 3595	Cad. 7593	DeSot. 2700	DeSot. 1086	Hud. 1514	DeSot. 831	Cad. 676
14	Kais. 5922	Cad. 7729	Kais. 2943	Kais. 7397	Kais. 2547	Cad. 848	Cad. 1171	Cad. 824	Kais. 450
15	Cad. 5616	Kais. 6910	Cad. 2576	DeSot 6462	Cad. 2019	Kais. 848	Kais. 1003	Kais. 659	Hud. 446
16	Pack. 4910	Pack. 5574	Pack. 2375	Pack. 3371	Pack. 1965	Pack. 781	Pack. 865	Pack. 571	Pack. 337
17	W-O 2102	Linc. 2282	W-O 1075	Linc. 2205	Linc. 613	W-O 572	W-O 794	Linc. 523	W-O 253
18	Linc. 1964	W-O 1390	Linc. 968	Hen. J 1236	W-O 511	Linc. 248	Linc. 370	W-O 469	Linc. 249
19	Hen. J 956	Fraz. 1035	Hen. J 505	W-O 1036	Fraz. 371	Hen. J 198	Cros. 319	Hen. J 152	Hen. J 125
20	Fraz. 785	Hen. J 767	Fraz. 444	Fraz. 795	Hen. J 321	Fraz. 115	Hen. J 173	Fraz. 104	Cros. 68
21	Cros. 522	Cros. 298	Cros. 214	Cros. 165	Cros. 100	Cros. 74	Fraz. 158	Cros. 94	Fraz. 50

New Passenger Car Sales by Months in

MONTH	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC								
	Connecticut	Maine	Massachusetts	New Hampshire	Rhode Island	Vermont	New Jersey	New York	Pennsylvania	Delaware	Dist. of Columbia	Florida	Georgia	Maryland	North Carolina	South Carolina	Virginia	West Virginia
January	5530	2200	9161	1043	2378	864	12332	38730	21926	1171	1978	5537	10292	6358	7221	4107	8593	3192
February	4481	2737	9337	598	2139	764	13905	32724	27564	1217	2063	6453	11537	6079	7091	4362	8964	3133
March	6738	2566	12110	1455	1833	2151	15525	44797	31581	1428	2630	10941	7319	6356	8935	4438	9549	3007
April	6337	2523	14380	1078	2679	1154	16805	42787	30485	1377	2965	10457	5683	7851	8649	4493	9811	3339
May	7077	2390	12645	1816	2248	987	17570	44666	29101	1364	2255	10743	10654	7318	9799	5027	11252	3365
June	8995	3226	14733	3300	4778	1408	17077	51878	48137	1726	3254	8875	13464	9782	11375	5368	13248	4712
July	8748	2725	23402	1965	3144	1194	20091	53977	43112	1521	2482	11764	10431	8649	10992	6075	13361	5030
August	8465	2118	16002	1913	3231	1233	20795	55593	47996	1954	3609	11837	11830	9535	13311	5534	14174	5289
September	7633	3092	16439	1535	2908	923	21695	52153	36039	1457	3743	12581	10756	8692	9939	4781	11589	3802
October	8506	2334	16344	1723	2785	1247	18473	47702	40943	1725	4425	9790	8812	8517	11772	4988	10952	4331
November	6597	1534	11679	1274	2286	770	16886	41461	32750	1439	2120	6994	6304	6762	11676	3472	10435	3297
December	6990	1730	10583	1454	2475	859	19631	35327	45401	1042	1942	10932	6841	7328	8717	5428	8958	3310
TOTAL	86097	29175	166815	19154	32884	13554	210785	542195	435035	17421	33466	116904	113923	93227	119477	58073	130886	45807
PCT.	1.36	0.46	2.64	0.30	0.51	0.21	3.33	8.59	6.89	0.27	0.53	1.85	1.80	1.47	1.89	.92	2.06	0.73

MONTH	EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
	Illinois	Indiana	Michigan	Ohio	Wisconsin	Alabama	Kentucky	Mississippi	Tennessee
January	23477	8008	26989	27636	7395	5401	4702	3659	7946
February	27084	7778	26969	25549	10344	5891	5887	3750	6445
March	31958	16931	31916	29306	12823	6225	4263	4109	13573
April	30232	14142	33010	31039	10212	5936	7288	3812	5218
May	26800	15900	33913	32937	10570	6519	7993	4086	7445
June	40655	15532	39053	39251	13332	7958	6515	4741	11708
July	32552	15171	45708	38347	10481	7894	8370	5179	11243
August	49271	23336	49128	35611	15999	7258	8316	4796	9429
September	44018	16766	40337	38857	14249	5658	7030	3735	8959
October	35753	17937	40419	35218	18288	7940	6796	4405	8435
November	21668	13461	24152	25000	13993	5772	5307	4094	7228
December	54403	35150	38727	29638	13475	6704	6430	4431	7515
TOTAL	417871	200112	430321	388389	151161	79156	78897	50797	105144
PCT.	6.61	3.16	6.80	6.13	2.39	1.25	1.24	0.80	1.66

States and Geographical Divisions in 1950

Standing	WEST NORTH CENTRAL							WEST SOUTH CENTRAL				MOUNTAIN STATES								PACIFIC STATES		
	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California
1	Chev. 33144	Chev. 30224	Chev. 43572	Chev. 6820	Chev. 6676	Chev. 16295	Chev. 22014	Chev. 11420	Chev. 20552	Chev. 23375	Chev. 86935	Chev. 7561	Chev. 5922	Chev. 4075	Chev. 12077	Chev. 4947	Chev. 6158	Chev. 5808	Chev. 1636	Chev. 21047	Chev. 16836	Chev. 111736
2	Ford 28891	Ford 26480	Ford 34816	Ford 5964	Ford 5188	Ford 13948	Ford 17829	Ford 9889	Ford 17536	Ford 18932	Ford 74174	Ford 5530	Ford 4467	Ford 2894	Ford 10143	Ford 3912	Ford 5082	Ford 4782	Ford 1102	Ford 16698	Ford 12766	Ford 89198
3	Buick 12807	Plym. 11163	Plym. 17688	Plym. 2920	Plym. 2555	Plym. 6070	Plym. 7618	Plym. 4621	Plym. 6474	Plym. 7668	Buick 32598	Buick 2601	Buick 2527	Buick 1874	Buick 5789	Buick 2481	Buick 2698	Buick 2824	Buick 692	Buick 7330	Buick 5831	Buick 44536
4	Plym. 13502	Buick 9677	Buick 12550	Buick 1849	Buick 2314	Buick 5903	Buick 7411	Buick 3610	Buick 6160	Buick 7542	Plym. 28238	Plym. 2457	Plym. 2168	Plym. 1366	Plym. 4917	Plym. 1714	Plym. 1786	Pont. 2029	Plym. 581	Plym. 7039	Plym. 5689	Plym. 39535
5	Pont. 10440	Pont. 8454	Pont. 10934	Pont. 1811	Pont. 1825	Pont. 4966	Pont. 6323	Pont. 3104	Pont. 5294	Pont. 6021	Merc. 25462	Pont. 1974	Pont. 1940	Pont. 1185	Pont. 3844	Pont. 1664	Pont. 1594	Plym. 1927	Pont. 547	Pont. 5702	Pont. 4697	Pont. 35042
6	Olds. 8132	Olds. 6827	Merc. 9398	Olds. 1307	Merc. 1425	Olds. 3429	Merc. 4781	Dodge 2379	Stud. 4459	Merc. 5280	Pont. 23999	Olds. 1880	Stud. 1799	Merc. 1014	Merc. 3257	Merc. 1629	Stud. 1574	Olds. 1528	Merc. 498	Olds. 5450	Olds. 4049	Olds. 32105
7	Stud. 7492	Dodge 6655	Olds. 8642	Stud. 1124	Olds. 1423	Merc. 3379	Olds. 4610	Olds. 2080	Merc. 4144	Olds. 4803	Olds. 19683	Stud. 1699	Olds. 1500	Olds. 933	Olds. 3226	Stud. 1419	Olds. 1502	Stud. 1479	Stud. 478	Stud. 4526	Merc. 3478	Stud. 29557
8	Dodge 7079	Merc. 6367	Dodge 7195	Dodge 1123	Dodge 1334	Dodge 3039	Dodge 4322	Merc. 1994	Olds. 4004	Dodge 3787	Dodge 17381	Merc. 1430	Merc. 1284	Dodge 839	Dodge 2938	Olds. 1140	Merc. 1250	Merc. 1299	Olds. 347	Dodge 4118	Stud. 3335	Merc. 27591
9	Merc. 6711	Stud. 4449	Nash 6571	Merc. 921	Stud. 1096	Stud. 2632	Stud. 3353	Stud. 1877	Dodge 3362	Stud. 3132	Stud. 16244	Dodge 1411	Dodge 1090	Stud. 628	Nash 2560	Dodge 974	Dodge 1100	Hud. 1120	Cad. 267	Merc. 3623	Dodge 2986	Dodge 20408
10	Nash 4944	Nash 3982	Stud. 5935	Chry. 787	Nash 815	Chry. 1912	Nash 3055	Nash 1135	Chry. 1414	Nash 2212	Nash 7240	Hud. 962	Nash 1056	Nash 531	Hud. 2305	Nash 584	Nash 692	Dodge 1059	Chry. 267	Nash 3251	Nash 2376	Nash 17205
11	Hud. 3918	Chry. 3057	Chry. 3549	DeSot. 565	Hud. 692	Nash 1383	Chry. 2048	Chry. 823	DeSot. 1304	Chry. 1654	Chry. 7182	Nash 768	Hud. 762	Hud. 484	Stud. 2012	Chry. 575	Hud. 669	Nash 906	Dodge 252	Chry. 2692	Chry. 1942	Chry. 15639
12	Chry. 3810	Hud. 2274	DeSot. 3053	Nash 564	Chry. 619	DeSot. 940	Hud. 2030	DeSot. 804	Nash 1283	DeSot. 1415	Cad. 5761	Chry. 693	Chry. 638	Chry. 483	Chry. 1736	Hud. 449	Chry. 664	Chry. 635	Nash 225	DeSot. 1867	Hud. 1590	Hud. 13135
13	Kais. 3310	Kais. 2241	Cad. 2349	Hud. 458	Kais. 555	Hud. 940	DeSot. 1353	Kais. 713	Cad. 1157	Hud. 1213	Hud. 5075	Cad. 490	DeSot. 465	DeSot. 334	Cad. 858	DeSot. 321	Cad. 389	DeSot. 520	Hud. 192	Hud. 1631	DeSot. 1493	Cad. 11323
14	DeSot. 2628	DeSot. 2068	Hud. 2274	Kais. 406	DeSot. 453	Cad. 891	Kais. 1327	Hud. 626	Hud. 1020	Cad. 1188	DeSot. 4547	DeSot. 471	Cad. 406	Cad. 296	DeSot. 899	Cad. 301	DeSot. 369	Kais. 479	Pack. 167	Kais. 1510	Kais. 1298	DeSot. 11190
15	Pack. 2300	Cad. 1512	Kais. 1767	Pack. 333	Pack. 453	Kais. 728	Pack. 1118	Cad. 511	Kais. 1008	Pack. 777	Kais. 3017	Kais. 355	Kais. 373	Pack. 257	Pack. 736	Pack. 301	Kais. 277	Cad. 423	DeSot. 165	Cad. 1171	Cad. 983	Kais. 5531
16	Cad. 1751	Pack. 1216	Pack. 1761	Cad. 253	Cad. 326	Pack. 704	Cad. 1081	W-O 437	Pack. 703	Kais. 537	Pack. 2982	Pack. 353	Pack. 305	W-O 216	Kais. 487	W-O 262	Pack. 277	Pack. 354	Linc. 99	Pack. 990	Pack. 956	Pack. 5157
17	Fraz. 633	Linc. 517	Linc. 829	W-O 127	W-O 118	Linc. 353	Linc. 461	Pack. 409	W-O 462	Linc. 452	Linc. 2340	W-O 265	W-O 279	Kais. 175	Linc. 429	Kais. 254	W-O 164	W-O 146	W-O 76	W-O 520	W-O 600	Linc. 3231
18	Linc. 596	W-O 317	W-O 801	Linc. 82	Linc. 114	W-O 214	W-O 262	Linc. 190	Linc. 367	W-O 350	W-O 1612	Linc. 194	Linc. 178	Linc. 134	W-O 367	Linc. 164	Linc. 126	Linc. 134	Kais. 61	Linc. 422	Linc. 413	W-O 2024
19	W-O 457	Fraz. 295	Kais. 275	Hen. J 63	Fraz. 86	Hen. J 110	Fraz. 251	Fraz. 149	Hen. J 210	Fraz. 97	Hen. J 449	Hen. J 63	Hen. J 69	Fraz. 50	Cros. 146	Cros. 83	Hen. J 66	Fraz. 84	Hen. J 16	Hen. J 252	Hen. J 205	Hen. J 984
20	Hen. J 305	Hen. J 255	Hen. J 249	Fraz. 44	Hen. J 66	Fraz. 86	Hen. J 220	Hen. J 134	Cros. 138	Hen. J 91	Fraz. 374	Fraz. 59	Fraz. 50	Hen. J 22	Hen. J 118	Fraz. 37	Cros. 36	Hen. J 57	Cros. 2	Fraz. 215	Fraz. 192	Fraz. 614
21	Cros. 51	Cros. 60	Cros. 110	Cros. 25	Cros. 16	Cros. 21	Cros. 90	Cros. 70	Fraz. 123	Cros. 48	Cros. 357	Cros. 11	Cros. 11	Cros. 8	Fraz. 94	Hen. J 34	Fraz. 31	Cros. 31	Fraz. 0	Cros. 186	Cros. 81	Cros. 378

States and Geographical Divisions, 1950

MONTH	WEST NORTH CENTRAL						WEST SOUTH CENTRAL					MOUNTAIN STATES								PACIFIC STATES			TOTAL ALL STATES
	Iowa	Kansas	Minnesota	Missouri	Nebraska	North Dakota	South Dakota	Arkansas	Louisiana	Oklahoma	Texas	Arizona	Colorado	Idaho	Montana	Nevada	New Mexico	Utah	Wyoming	California	Oregon	Washington	
January	8729	3911	7576	7393	4632	1435	1509	1660	4875	4136	26355	1351	4357	1012	1198	423	1507	1461	545	33276	2628	3767	381562
February	7866	5114	9880	9347	4479	1948	2139	2599	5643	6744	29740	1471	4210	1634	1406	394	1875	1807	1615	36637	1639	5958	408990
March	9777	7076	13024	10498	5449	1762	2123	8005	6966	5554	27170	2247	4332	1768	1010	456	1056	2323	882	42002	10729	7213	495885
April	10507	7372	14043	12914	4824	1851	1700	4991	6031	6905	21692	2155	4336	2700	1380	616	2017	2485	1341	34907	5427	7279	471215
May	10857	8539	12117	11426	5291	1841	2776	2039	7222	6639	20947	2439	4624	2125	2594	655	2272	2315	1677	39351	6193	7984	488363
June	12593	7213	15733	15613	6938	3378	2595	3186	7738	7649	25459	2617	5854	2390	4599	802	1683	2952	1501	35473	5084	8791	583922
July	13541	8347	16018	15837	6734	3668	3107	3754	9197	10246	38376	3652	5800	2881	5884	872	2533	2874	1794	37422	4765	10016	609926
August	12296	10322	14378	15808	6421	2469	2791	3496	8127	8610	56924	3109	6083	3184	3530	753	2397	2958	2479	66298	3929	9670	683995
September	10731	9653	18386	20075	6056	2231	2331	5831	7689	8419	41649	2258	4936	3178	2620	693	1775	2474	1802	68128	7969	7505	625755
October	10898	10046	12933	28634	6437	2886	2621	5368	6939	6963	26335	2439	4851	2533	2375	598	2064	2266	1744	43496	9684	7703	580373
November	8274	7020	7261	11275	5151	2311	2152	3195	5725	7141	27891	1734	4792	2124	2441	491	2098	1648	1027	38354	6416	7261	444193
December	12045	6959	11854	15574	5552	1769	2314	2879	5079	11585	23512	2098	4778	1826	2212	919	2012	2107	1397	44655	7798	7914	552259
TOTAL	128114	91572	153203	174394	67964	27549	28158	47003	81231	90591	366050	26570	58953	27355	31249	7672	23289	27670	17804	519999	72261	91061	6326438
PCT.	2.03	1.45	2.42	2.76	1.07	0.44	0.45	0.74	1.28	1.43	5.79	0.42	0.93	0.43	0.49	0.12	0.37	0.44	0.28	8.23	1.14	1.44	100%

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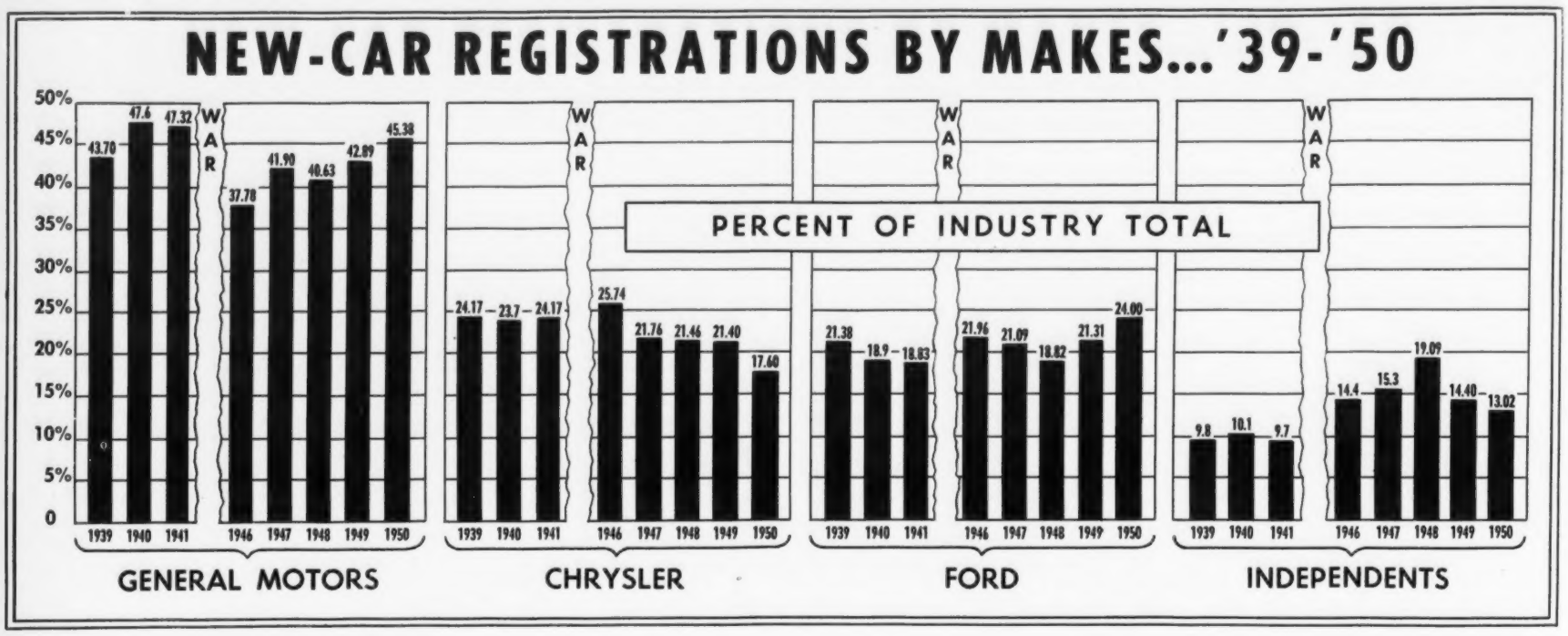

Percentage of Car Makes to Total Registrations, 1938-1950

MAKE	1938 Regis-trations	1938 Pct. of Total	1939 Regis-trations	1939 Pct. of Total	1940 Regis-trations	1940 Pct. of Total	1941 Regis-trations	1941 Pct. of Total	1946 Regis-trations	1946 Pct. of Total	1947 Regis-trations	1947 Pct. of Total	1948 Regis-trations	1948 Pct. of Total	1949 Regis-trations	1949 Pct. of Total	1950 Regis-trations	1950 Pct. of Total
Buick	166,380	8.8	218,995	8.25	295,513	8.7	308,615	8.27	126,322	6.96	246,115	7.77	244,762	7.01	372,425	7.70	535,807	8.47
Cadillac	10,639	.56	13,090	.49	21,965	.63	60,242	1.61	23,666	1.30	53,379	1.69	59,379	1.70	80,880	1.67	101,825	1.61
Chevrolet	464,337	24.6	598,834	22.57	853,529	24.9	880,346	23.59	329,601	18.16	640,709	20.23	709,609	20.33	1,031,466	21.32	1,420,399	22.45
LaSalle	15,732	.83	22,197	.84	16,599	.48	**	**	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Oldsmobile	92,398	4.9	146,412	5.52	201,256	5.9	230,367	6.18	93,094	5.13	180,078	5.69	175,531	5.03	269,351	5.57	372,519	5.89
Pontiac	98,399	5.2	159,836	6.03	235,815	6.9	286,123	7.67	113,109	6.23	206,411	6.52	228,939	6.56	321,033	6.63	440,528	6.96
General Motors Total	847,885	44.8	1,159,364	43.70	1,624,677	47.6	1,765,693	47.32	685,792	37.78	1,326,692	41.90	1,418,220	40.63	2,075,155	42.89	2,871,078	45.38
GM—Except Chevrolet	383,548	20.2	560,530	21.13	771,148	22.6	885,347	23.73	356,191	19.62	685,983	21.66	708,611	20.30	1,043,689	21.57	1,450,679	22.93
Ford	363,688	19.2	481,496	18.15	542,755	15.9	602,013	16.14	326,822	18.01	532,646	16.82	486,888	13.95	806,766	16.67	1,166,118	18.43
Lincoln	16,991	.9	19,940	.75	21,004	.6	18,769	.50	10,798	.58	24,081	.76	32,638	.93	37,691	.78	34,318	.54
Mercury	6,835	.36	65,884	2.48	80,418	2.4	81,874	2.19	61,187	3.37	111,198	3.51	137,512	3.94	186,629	3.86	318,217	5.03
Ford Total	387,514	20.5	567,320	21.38	644,177	18.9	702,656	18.83	398,801	21.96	667,925	21.09	657,038	18.82	1,031,086	21.31	1,518,653	24.00
Ford Total—Except Ford Division	23,826	1.26	85,824	3.23	101,422	2.9	100,643	2.70	71,985	3.97	135,279	4.27	170,150	4.87	224,320	4.64	352,535	5.57
Chrysler	46,184	2.4	63,956	2.41	100,117	2.9	143,025	3.83	65,532	3.61	93,871	2.97	105,315	3,02	130,516	2.70	151,300	2.39
DeSoto	35,259	1.9	51,951	1.96	71,943	2.1	91,004	2.44	54,420	3.00	72,966	2.30	82,454	2.36	103,331	2.14	115,023	1.82
Dodge	104,881	5.5	176,585	6.65	197,252	5.8	215,563	5.78	135,488	7.46	209,552	6.62	213,923	6.13	273,530	5.65	300,104	4.74
Plymouth	286,241	15.1	348,807	13.15	440,093	12.9	452,187	12.12	211,800	11.67	313,118	9.87	347,174	9.96	527,915	10.91	547,367	8.65
Chrysler Total	472,565	24.9	641,299	24.17	809,405	23.7	901,779	24.17	467,240	25.74	689,507	21.76	748,866	21.46	1,035,272	21.40	1,113,794	17.60
Chrysler Total—Except Plymouth	186,324	9.9	292.492	11.02	369,213	10.8	449,592	12.05	255,440	14.07	376,389	11.87	401,692	11.50	507,357	10.49	566,427	8.95
Frazer	.....	.....	.....	.....	.....	.....	.....	.....	1,873	.10	51,158	1.60	57,994	1.66	15,827	.33	11,884	.19
Kaiser	.....	.....	.....	.....	.....	.....	.....	.....	3,501	.19	55,571	1.76	108,367	3.10	57,995	1.20	85,832	1.36
Henry J	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	14,339	.22
Kaiser-Frazer Total	.....	.....	.....	.....	.....	.....	.....	.....	5,374	.29	106,729	3.36	166,361	4.76	73,822	1.53	112,055	1.77
Crosley	.....	.....	.....	.....	.....	.....	.....	.....	2,868	.16	15,934	.51	25,400	.73	10,175	.21	6,896	.11
Graham	4,139	.22	3,660	.13	1,856	.05	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Hudson	40,889†	2.2	62,855†	2.37	79,979	2.3	73,261	1.96	72,484	4.00	83,344	2.63	109,497	3.14	137,907	2.85	134,219	2.12
Hupmobile	1,020	.05	907	.03	211	.006	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Nash	31,814‡	1.9	54,050‡	2.04	52,853	1.5	77,824	2.09	85,169	4.68	102,808	3.25	104,156	2.98	135,328	2.80	175,722	2.79
Packard	49,163	2.8	62,005	2.33	73,794	2.2	69,653	1.87	36,435	2.01	47,875	1.51	77,843	2.22	97,771	2.02	73,155	1.15
Studebaker	41,504	2.2	84,660	3.19	102,281	3.00	114,331	3.07	58,051	3.22	102,123	3.22	143,120	4.10	199,460	4.12	268,229	4.24
Willys	13,012	.69	14,734	.55	21,418	.62	22,102	.59	2,329	.13	23,400	.74	21,408	.61	28,576	.59	33,926	.54
Miscellaneous	1,516	.10	3,016	.11	5,254	.14	3,867	.10	647	.03	894	.03	19,043	.55	13,790	.28	18,711	.30
GRAND TOTAL—U. S.	1,891,021	100%	2,653,377	100%	3,415,905	100%	3,731,166	100%	1,815,196	100%	3,167,231	100%	3,490,952	100%	4,838,342	100%	6,326,438	100%

*Indicates those percentages representing a decrease. **Not in production. †Includes Terraplane. ‡Includes Lafayette.

Percentage of Truck Makes to Total Registrations, 1938-1950

MAKE	1938 Regis-trations	1938 Pct. of Total	1939 Regis-trations	1939 Pct. of Total	1940 Regis-trations	1940 Pct. of Total	1941 Regis-trations	1941 Pct. of Total	1946 Regis-trations	1946 Pct. of Total	1947 Regis-trations	1947 Pct. of Total	1948 Regis-trations	1948 Pct. of Total	1949 Regis-trations	1949 Pct. of Total	1950 Regis-trations	1950 Pct. of Total
Autocar	1,617	.44	2,044	.42	1,944	.35	2,510	.39	4,755	.76	4,334	.49	2,770	.27	1,655	.17	2,072	.18
Bantam	.....	.....	590	.12	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Brockway	1,303	.36	1,815	.37	1,672	.30	2,294	.36	3,683	.59	4,255	.48	2,958	.29	1,626	.17	2,384	.21
Chevrolet	119,479	32.70	169,457	34.82	185,636	33.20	212,797	33.21	171,618	27.45	235,803	26.82	302,219	29.20	345,519	35.92	414,496	36.29
Crosley	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,411	.23	871	.09	422	.04
Diamond T	4,393	1.20	5,412	1.11	6,354	1.13	6,077	.95	5,093	.81	10,475	1.19	10,657	1.03	5,172	.54	5,675	.50
Divco	.....	.....	1,481	.30	1,662	.30	2,306	.36	3,734	.60	4,893	.56	5,618	.54	3,577	.37	4,309	.38
Dodge	33,656	9.21	48,049	9.87	54,323	9.71	62,925	9.82	96,490	15.43	126,736	14.41	114,431	11.06	116,956	12.16	99,716	8.73
Federal	1,370	.37	1,837	.38	1,613	.29	1,611	.25	4,557	.73	6,020	.68	4,026	.38	1,225	.13	1,469	.13
Ford	100,959	27.63	128,889	26.49	159,514	28.53	174,024	27.16	131,469	21.03	186,414	21.20	225,729	21.80	202,179	21.02	315,912	27.66
FWD	.....	.....	182	.04	.....	.....	.....	.....	585	.09	1,195	.14	811	.08	337	.04	323	.03
GMC	20,151	5.52	34,908	7.17	38,841	6.95	45,703	7.13	25,645	4.10	49,187	5.59	74,857	7.23	80,407	8.35	97,200	8.51
Hudson	719	.20	409	.08	760	.14	736	.12	2,543	.41	2,534	.29	117	.01	.....	.....	.....	.....
Indiana	435	.12	178	.04	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
International	55,836	15.28	66,048	13.57	76,833	13.74	92,482	14.43	78,392	12.54	113,151	12.87	125,203	12.09	91,164	9.47	97,818	8.56
Kenworth	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	478	.05	392	.04	673	.06
Mack	4,406	1.21	6,670	1.37	7,736	1.38	9,468	1.48	4,687	.75	10,917	1.24	9,795	.95	6,866	.74	9,908	.87
Nash	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	32	.01	.....	.....	.....	.....
Oshkosh	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	173	.02	.....	.....	.....	.....
Plymouth	6,652	1.82	8,294	1.70	9,528	1.70	7,732	1.21	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Reo	2,929	.80	853	.18	624	.11	1,543	.24	10,489	1.68	12,911	1.47	10,773	1.04	4,003	.42	3,876	.34
Sterling	.....	.....	326	.07	.....	.....	.....	.....	510	.08	576	.07	411	.04	229	.02	354	.03
Stewart	390	.11	70	.01	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Studebaker	2,000	.55	2,110	.43	1,206	.22	5,078	.79	25,360	4.05	41,861	4.76	50,657	4.89	55,099	5.73	45,881	4.01
Ward LaFrance	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	509	.06	271	.03	.....	.....	.....	.....
White	3,514	.96	4.558	.94	6,468	1.16	9,271	1.45	10,117	1.62	13,086	1.44	11,603	1.12	8,318	.86	12,050	1.05
Willys	1,889	.52	1.634	.33	2,291	.41	2,031	.32	42,135	6.74	49,819	5.68	76,484	7.39	32,765	3.41	24,640	2.16
Miscellaneous	3,650	1.00	934	.19	2,145	.38	2,109	.33	3,387	.54	4,456	.51	2,690	.25	3,601	.35	3,129	.26
TOTAL	365,349	100%	486,748	100%	559,150	100%	640,697	100%	625,249	100%	879,132	100%	1,035,174	100%	961,961	100%	1,142,307	100%

USE Briggs "TRU-FIT" BODY REPAIR SECTIONS

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INSERT IN YOUR SERVICE BINDER

COWL PANEL PATCH

PART NO.	YEAR	APPLICATION
7001—L	1941	Chevrolet
7002—R	1941	Chevrolet
7003—L	1942	Dodge-De Soto-Chrysler
7004—R	1942	Dodge-De Soto-Chrysler
7005—L	1941-48	Ford-Mercury
7006—R	1941-48	Ford-Mercury
7007—L	1940-41	Plymouth
	1940	Dodge-De Soto-Chrysler
7008—R	1940-41	Plymouth
	1940	Dodge-De Soto-Chrysler

DOG LEGS

7013—L	1941-48	Chevrolet-Pontiac 25 & 27 Series, Olds 66 & 68 Series
7014—R	1941-48	Chevrolet-Pontiac 25 & 27 Series, Olds 66 & 68 Series
7015—L	1941-48	Buick 40, Pontiac 26 & 28 Series, Olds 76 & 78 Series, Cadillac 61 Series
7016—R	1941-48	Buick 40, Pontiac 26 & 28 Series, Olds 76 & 78 Series, Cadillac 61 Series
7017—L	1940-41	Buick 50 and 70 Series, Pontiac 29, Olds 96 & 98 Series
7018—R	1940-41	Buick 50 and 70 Series, Pontiac 29, Olds 96 & 98 Series
7019—L	1938-39-40	Chevrolet, Buick 40, Pontiac (all except Custom Torpedo), Olds 66 & 68 Series
7020—R	1938-39-40	Chevrolet, Buick 40 Pontiac (all except Custom Torpedo), Olds 66 & 68 Series
7021—L	1942-48	Plymouth
7022—R	1942-48	Plymouth
7023—L	1941	Dodge-De Soto-Chrysler
7024—R	1941	Dodge-De Soto-Chrysler
7025—L	1940	Plymouth, Dodge, De Soto, Chrysler
7026—R	1940	Plymouth, Dodge, De Soto, Chrysler
7027—L	1937-38-39	Plymouth
	1937-38	Dodge-De Soto-Chrysler
7028—R	1937-38-39	Plymouth
	1937-38	Dodge-De Soto-Chrysler

FENDER BRACES

7033		Standard (Telescopic Type)
7034		Heavy Duty (Telescopic Type)

FENDER PATCHES

7037		Universal Patching (semi-formed) for fender repair
7038—L	1949	Ford—Rear Section of Front Fender from Wheel cutout to door
7039—R	1949	Ford—Rear Section of Front Fender from Wheel cutout to door
7040—L	1949	Ford—Rear Section of Left Rear Fender from Wheel cutout to Tail Light
7041—R	1949	Ford—Rear Section of Right Rear Fender from Wheel cutout to Tail Light

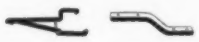
GRAVEL DEFLECTOR

PART NO.	YEAR	APPLICATION
7043	1941-48	Chevrolet, Rear (with brackets)
7044	1940-41	Plymouth, Rear (with brackets)

QUARTER PANEL PATCH

7048—L	1941-48	Chevrolet (does not fit Aero Sedan), Pontiac 25 & 27 Series, Olds 66 & 68 Series
7049—R	1941-48	Chevrolet (does not fit Aero Sedan), Pontiac 25 & 27 Series, Olds 66 & 68 Series
7050—L	1941-48	Pontiac 26 & 28 Series
	1941-48	Olds 76 & 78 Series
	1941-42	Buick 40 & 60 Series
	1941	Cadillac 61 Series
7051—R	1941-48	Olds 76 & 78 Series
	1941-48	Pontiac 26 & 28 Series
	1941-42	Buick 40 & 60 Series
	1941	Cadillac 61 Series
7052—L	1940-41	Plymouth
	1940	Dodge-De Soto-Chrysler
7053—R	1940-41	Plymouth
	1940	Dodge-De Soto-Chrysler
7054—L	1942-48	Plymouth
7055—R	1942-48	Plymouth
7056—L	1937-40	Ford
7057—R	1937-40	Ford
7058—L	1940	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series
7059—R	1940	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series
7060—L	1939	Dodge-De Soto-Chrysler
7061—R	1939	Dodge-De Soto-Chrysler
7062	1941-48	Ford, Mercury
7063—L	1937-38-39	All G. M. Cars
7064—R	1937-38-39	All G. M. Cars
7065—L	1949	Ford Coupe and Coach (this includes front of Rear Fender)
7066—R	1949	Ford Coupe and Coach (this includes front of Rear Fender)

RUNNING BOARD BRACKETS



7120	1940	Chevrolet, Olds 66 & 68 Series (2 brackets per running board), Clamp Type
7121	1940	Chevrolet, Olds 66 & 68 Series, Pontiac (4 per car)

TRUNK CHANNEL SILL
(Lower Drain Trough)

7127	1941-48	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series
7128	1941-48	Buick 40 Series, Olds 76 & 78 Series, Pontiac 26 & 28 Series
7129	1941-42	Buick 50 & 70 Series, Olds 96 & 98 Series, Pontiac 29, Cadillac 62

TAIL PAN SECTIONS

PART NO.	YEAR	APPLICATION
7123	1938-39-40	Ford, Mercury
7124	1941-48	Ford
7125	1939-40	Pontiac, Olds, Buick (small series), Chevrolet

ROCKER PANEL EXTENSION
(Side Sill Extension Panel)

7108—L	1942-48	Chevrolet
7109—R	1942-48	Chevrolet
7110—L	1942	Buick 40 & 60 Series, Olds 60 & 70 Series, Pontiac
7111—R	1942	Buick 40 & 60 Series Olds 60 & 70 Series Pontiac

ROCKER PANELS
(Side Sill Outer Panel)

7076	1941-42	Packard Clipper
7077	1941-48	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series
7078	1941-48	Olds 76 & 78 Series, Pontiac 26 & 28 Series, Buick 40 Series
7079—L	1940-41	All Torpedo and Super Body Styles, Buick 50 Series, Olds 98 Series, Pontiac 29 Series
7080—R	1940-41	All Torpedo and Super Body Styles, Buick 50 Series, Olds 98 Series, Pontiac 29 Series
7081—L	1942-48	Dodge-De Soto-Chrysler
7082—R	1942-48	Dodge-De Soto-Chrysler
7083—L	1939-40	Buick 40 Series, Olds 76 & 78 Series, Pontiac 26 & 28 Series
7084—R	1939-40	Buick 40 Series, Olds 76 & 78 Series, Pontiac 26 & 28 Series
7085—L	1940	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series
7086—R	1940	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series
7087—L	1940	Chevrolet (where running board is left off), Olds 66 & 68 Series, Pontiac 25 & 27 Series
7088—R	1940	Chevrolet (where running board is left off), Olds 66 & 68 Series, Pontiac 25 & 27 Series
7089	1941	Dodge-De Soto-Chrysler
7090—L	1940-41	Plymouth
	1940	Dodge-De Soto-Chrysler
7091—R	1940-41	Plymouth
	1940	Dodge-De Soto-Chrysler
7092—L	1937-38-39	Plymouth, Dodge, De Soto, Chrysler
7093—R	1937-38-39	Plymouth, Dodge, De Soto, Chrysler
7094—L	1941-48	Ford, Mercury
7095—R	1941-48	Ford, Mercury
7096—L	1942-48	Buick 50 & 70 Series,
	1942	Cadillac 62 Series, Olds 98 Series
7097—R	1942-48	Buick 50 & 70 Series,
	1942	Cadillac 62 Series, Olds 98 Series
7098—L	1937-38-39	Chevrolet
7099—R	1937-38-39	Chevrolet
7100—L	1949	Ford Coupe, Coach & Convertible
7101—R	1949	Ford Coupe, Coach & Convertible
7102—L	1949	Ford Sedan
7103—R	1949	Ford Sedan

WHEEL HOUSING INSERTS

PART NO.	YEAR	APPLICATION
7132—L		Universal type or early models
7133—R		Universal type or early models
7134—L	1940	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series
	1940-41	Packard
7135—R	1940	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series
	1940-41	Packard
7136—L	1941-48	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series, Buick 40 Series (partial panel)
7137—R	1941-48	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series, Buick 40 Series (partial panel)
7138—L	1941-48	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series, Buick 40 Series (full length panel)
7139—R	1941-48	Chevrolet, Olds 66 & 68 Series, Pontiac 25 & 27 Series, Buick 40 Series (full length panel)
7140—L	1941-48	Buick 50 & 70 Series, Cadillac 61 Series, Pontiac 26 & 28 Series, Olds 76 & 78 Series (partial panel)
7141—R	1941-48	Buick 50 & 70 Series, Cadillac 61 Series, Pontiac 26 & 28 Series, Olds 76 & 78 Series (partial panel)
7142—L	1941-48	Buick 50 & 70 Series, Cadillac 61 Series, Pontiac 26 & 28 Series, Olds 76 & 78 Series (full length panel)
7143—R	1941-48	Buick 50 & 70 Series, Cadillac 61 Series, Pontiac 26 & 28 Series, Olds 76 & 78 Series (full length panel)

STEP PLATES

7069—L	1941-48	Buick, Olds, Pontiac, Chevrolet, Cadillac
7070—R	1941-48	Buick, Olds, Pontiac, Chevrolet, Cadillac

TAIL LIGHT PANEL PATCH

7071—L	1941-48	Chevrolet (pierced for tail light)
7072—R	1941-48	Chevrolet (pierced for tail light)
7073—L	1937-38-39	Plymouth, Dodge, Chrysler
7074—R	1937-38-39	Plymouth, Dodge, Chrysler

HEADLIGHT PATCH
7047

Repair Patch headlight, top (A universal semi-formed patch for rusted-out section on top of headlight)

TOGGLE BOLT SETS
7126

Set contains 25 Toggle Bolts, 25 Hex Nuts, 25 fender washers, 10 speed nuts. Cadmium plated

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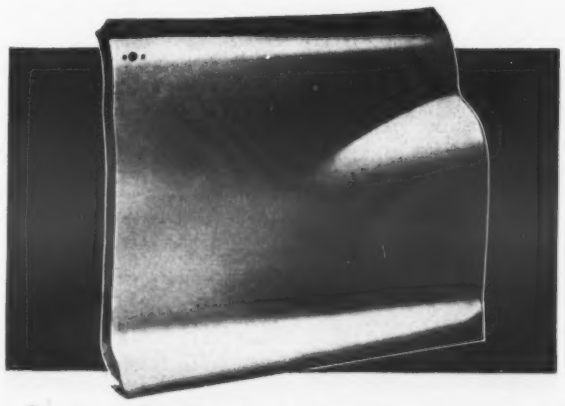

Briggs "TRU-FIT" DOOR REPAIR PANELS
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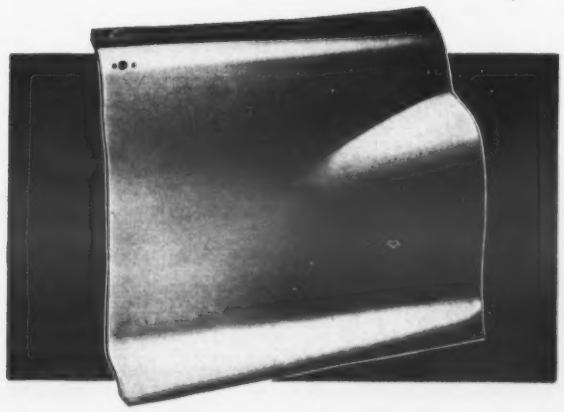

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New PASSENGER CAR Registrations by States

MONTHS		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
January	'50	5401	1351	1660	33276	4357	5530	1171	5537	10292	1012	23477	8008	8729	3911	4702	4875	2200	6358	9161	26989	7576	3659	7393	1198	4632
	'49	3081	1042	1976	19291	2357	3668	888	3149	7694	1034	22588	7019	5204	2743	3148	3544	1595	4334	7277	18747	5672	2413	6610	1798	2934
	'48	3218	790	1436	16006	2585	3801	934	4280	7783	799	20827	6846	5497	2339	3473	4725	1412	4299	5733	22202	5266	2005	7931	1305	3382
	'47	2385	414	604	14801	1681	5536	585	4789	2052	685	17187	7830	3498	1487	1994	1797	587	3430	3994	16480	4228	2013	4209	856	2086
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	3084	845	2701	24311	2445	4446	1003	6928	7263	1291	23861	10233	5055	3524	3474	4456	1410	4169	8785	19958	5266	3070	9234	1129	2807
	'40	2110	1049	2484	16843	2692	3720	689	5162	5999	1160	20903	8034	5095	3338	2572	3375	1538	3346	8512	16267	5758	2587	6144	1067	2229
	'39	1948	690	2860	15077	2197	2255	595	5507	6020	706	15255	5312	4754	3635	2607	3564	909	2486	5193	10295	4075	2027	8938	1073	2477
February	'50	5891	1471	2599	36637	4210	4481	1217	6453	11537	1634	27084	7778	7866	5114	5887	5643	2737	6079	9337	26969	9880	3750	9347	1406	4479
	'49	3103	935	1855	17659	2776	2587	803	3721	5058	1187	16007	6207	5785	2443	3830	3189	1263	3693	7865	19727	5082	2726	5974	1321	2910
	'48	3691	661	2358	15101	2289	2004	635	3363	5296	786	22115	7478	5305	2628	3076	2952	1337	3490	6743	15485	6794	2327	6289	2019	2697
	'47	2593	666	579	14583	1638	1067	659	2880	3192	478	20581	6263	4140	2082	3115	2532	903	3574	4159	18518	6059	1918	6536	901	2254
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	3743	842	2150	23090	2218	3784	801	3756	6438	1086	21653	7945	4653	2724	3896	4362	1402	4200	10865	25964	5492	2894	9261	1566	2400
	'40	2309	722	2056	15543	1655	2473	611	4340	5001	958	18809	6891	3758	2409	2838	2774	1004	2986	7102	18150	4150	1945	6413	1026	1598
	'39	1848	494	1985	10835	1397	1669	421	3355	2947	636	11601	6091	3387	2781	2249	2127	684	2297	8275	9830	2624	1509	5738	1031	1651
March	'50	6225	2247	8005	42002	4332	6738	1428	10941	7319	1768	31958	16931	9777	7076	4263	6966	2566	6356	12110	31916	13024	4109	10498	1010	5449
	'49	4844	1509	2959	24924	3620	5223	940	3792	5192	1107	28474	8094	7316	5979	3979	4949	2105	5628	11514	28134	7173	3285	8605	1784	4042
	'48	2964	881	2743	15104	2549	2709	973	5033	5762	1305	21859	8400	5819	5587	3914	3917	941	5141	10931	19822	6207	2808	9931	2212	2844
	'47	3307	590	1925	23361	2243	4087	721	2519	1941	1020	21626	7474	4772	5650	2109	3101	1237	4276	6307	14908	5802	5452	7612	1484	2341
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	4639	1062	2123	27315	2537	8250	1103	5411	7014	1486	33439	13210	6505	5559	4610	4454	1467	7052	15777	30683	9362	2287	10559	1659	2545
	'40	3474	852	1714	18825	1911	5672	875	4165	4641	1350	22882	7873	4414	4686	3903	3350	1573	5337	10401	17813	6783	2937	9843	1969	1697
	'39	3074	594	1770	15179	2045	3779	749	3597	4509	851	18486	6825	4641	2958	2812	2597	1070	4646	9027	13023	5518	2361	8501	1111	1677
April	'50	5936	2155	4991	34907	4336	6337	1377	10457	5683	2700	30232	14142	10507	7372	7288	6031	2523	7851	14380	33010	14043	3812	12914	1380	4824
	'49	4827	1841	2899	36909	3652	5364	1035	7163	4090	1197	22269	9871	9796	7277	5411	5270	2129	5921	10795	29217	7979	3377	8905	2294	4505
	'48	3327	1161	2122	37400	2104	4862	762	4701	7153	1215	21846	7656	5955	5798	3770	3746	2281	4652	10117	24511	9400	2150	9063	1647	3161
	'47	3333	612	2239	23373	2375	4755	940	2698	7510	1160	21005	8670	4987	3922	4478	3481	1993	4494	10301	19082	5170	2420	7217	1632	2328
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	4885	1222	2456	31208	3562	8457	1600	5298	6786	1522	35235	17328	8574	5658	5206	4837	3020	7485	21293	38147	10726	2752	14221	1873	4354
	'40	3412	775	1928	19913	2713	6475	1130	3732	4373	1375	29307	9902	7028	6989	3967	3365	3027	5112	15716	21244	9874	2866	10169	1797	3546
	'39	2811	664	1435	14908	2207	4217	747	3661	3418	964	23179	10395	6279	3278	2710	2449	1700	3735	12926	14347	8426	1820	7011	1370	2974
May	'50	6519	2439	2039	39351	4624	7077	1364	10743	10654	2125	26800	15900	10857	8539	7993	7222	2390	7318	12645	33913	12117	4086	11426	2594	5291
	'49	4730	2055	2856	39303	2930	7151	1511	8479	8884	1713	36704	9627	8217	7116	6180	5521	2366	6266	12152	27461	8098	3513	11754	2059	4490
	'48	2450	1076	1815	21001	1883	4387	517	4942	3364	1546	18396	9480	4186	3404	2719	2904	1341	3387	7498	20592	6456	1778	7081	1017	2241
	'47	3026	887	3859	22275	2072	4389	789	3575	8557	669	18866	8625	4679	3391	3569	3361	1297	4355	9326	26877	5394	2222	7410	1344	2680
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	5874	1691	2883	42225	3546	10429	1413	7318	7468	1512	37134	15859	9526	6670	5581	5694	3720	7475	17075	34045	10907	3450	12252	2686	4175
	'40	3178	1078	1819	21430	2578	6289	1018	6413	4906	1396	25897	12827	7016	4587	3577	3113	2671	5048	12649	21422	8157	2507	13619	1728	3269
	'39	2959	828	1576	16282	2532	4664	757	3441	3910	1106	23103	11467	6575	4168	2901	2928	2485	3959	10858	18359	7642	2505	7215	1402	2765
June	'50	7958	2617	3186	35473	5854	8995	1726	8875	13464	2390	40655	15532	12593	7213	6515	7738	3226	9782	14733	39053	15733	4741	15628	4584	6938
	'49	5053	2443	2601	34476	3650	6651	1257	8317	6671	1183	32111	14032	8485	7414	5557	5587	1385	6199	12819	31111	14470	3175	10313	1893	4207
	'48	2926	1126	1300	21693	1592	5712	627	4046	3809	1027	19151	6002	4898	3379	2679	3160	1115	4002	8446	16448	5532	1783	7099	752	2256
	'47	2798	1034	698	21848	2296	4895	682	7281	5180	1571	17549	9341	4652	3219	3078	3160	1585	4228	8682	18168	4905	2128	8193	1188	2412
	'46	6132	1486	3567	36714	4544	5150	1383	5936	7397	1623	36034	14131	9567	6982	6771	6397	2625	6990	12125	38102	11298	4184	15625	1431	4865
	'41	4749	1667	1468	38850	3607	7471	1301	5257	5802	1572	31288	16623	8986	6769	5254	5408	2588	6767	12924	30276	8458	3111	12318	2011	3241
	'40	3333	977	642	25474	2794	5542	987	3872	4608	1192	21911	15068	6955	3723	3710	3186	2004	5015	10163	21393	6144	2272	9422	1660	2946
	'39	2809	716	646	17839	2296	3732	706	2952	3579	954	17793	7048	5562	3741	2678	2921	1791	3523	8807	16342	4159	1904	6992	1415	2354
July	'50	7894	2652	3754	37422	5800	8748	1521	11764	10431	2881	32552	15171	13541	8347	8370	9197	2725	8649	23042	45708	16018	5179	15837	5884	6734
	'49	5198	1694	3760	40467	3881	5451	881	7021	7112	2309	27449	18430	9866	7303	5319	6627	2405	6330	12678	30479	9941	3742	15702	1557	4714
	'48	3239	1092	1778	19519	2364	4370	949	4070	4746	1424	19445	10926	5951	3729	3755	3889	1472	4543	9375	21269	5997	2452	6539	1424	3306
	'47	3031	1273	2139	18830	1526	3938	665	4121	4856	1525	17049	8891	4704	3065	3198	3486	918	4112	10078	18817	5093	2028	7807	1192	2356
	'46	2008	540	930	11323	1335	3987	466	1440	2537	645	11439	4636	3369	1904	1751	2302	1010	2459	9584	17416	4046	1356	2500	526	1644
	'41	4035	1289	3651	28913	3052	6655	1181	8088	5745	1685	26540	12610	6376	6180	4250	4308	1749	5979	12422	22063	10050	2703	10110	2004	4244
	'40	3306	998	3089	25420	2656	5041	957	5385	4541	1317	23086	9242	5907	3785	3527	3489	1983	4909	9306	15997	8435	2103	9457	1886	2881
	'39	2900	781	2764	15464	2306	3082	603	3758	3482	964	15370	7537	5046	3261	2751	2956	1054	3330	6559	12310	7250	1831	7620	1214	7020
August	'50	7258	3109	3496	66298	6083	8465	1954	11837	11830	3184	49271	23336	12296	10322	8316	8127	2118	9535	16002	49128	14378	4796	15808	3530	6421
	'49	5087	1751	4185	32613	3941	6551	1805	9199	8470	2924	33672	14652	10344	7734	6118	6601	1592	7395	13903	32210	10916	3855	12940	2757	5367
	'48	3546	1145	2217	22390	2517	4233	1068	5129	5423	1217	23737	10913	6337	4889	4018	3714	1230	5076	10287	17534	5970	2454	8650	1734	3140
	'47	2777	985	1581	20494	2152	3428	608	4725	4434	816	17865	7849	4309	3920	2832	3001	1411	3681	11148	24118	5511	1863	7039	1225	2399
	'46	2548	548	1436	15024	1488	2646	634	3421	3044	516	10970	5648	4016	2979	3333	2552	813	3354	9007	16904	3333	1589	4802	1061	1919
	'41	2518	798	1724	16346	2070	3806	883	4512	3816	1226	18870	8268	4372	3977	2361	2684	1365	3912	7597	12915	5645	1991	8572	1471	3055
	'40	2537	772	1379	17650	1961	3224	603	3579	3295	965	13939	8264	3941	3230	2302	2777	958	2971	6010	11969	4101	2082	6353	1488	2019
	'49	2245	519	512	14562	1853	2505	512	2959	3023	747	12625	5327	3908	3062	2009	2124	832	2935	5373	9148	4025	1620	5411	1239	1944
September	'50	5658	2258	5831	68128	4936	7633	1457	12581	10756	3178	44018	16766	10731	9653	7030	7689	3092	8692	16439	40337	18386	3735	20075	2620	6056
	'49	3631	1902	3073	39737	4290	6144	1584	7105	7708	2650	31150	16404	9801	7202	6039	6752	2978	6420	13387	28252	10515	2957	11324	2072	4404
	'48	2276	1059	1120	23867	2395	4766	883	5044	4559	1077	24602	7545	5490	4392	3190	4177	1779	4231	9144	21503	7512	1972	8309	1404	3198
	'47	1661	1064	1611	20293	2989	3790	802	4121	4247	862	18065	7696	4356	3560	2979	2620	1604	3618	7609	13064	5154	1370	6389	1214	2213
	'46	1386	758	1177	17094	1282	4257	596	3488	3017	718	17520	9118	3651	2793	2578	2606	1275	2841	8466	15253	7171	1162	4611	1032	1990
	'41	769	416	719	8539	1197	1940	303	2412	2165	555	11515	4254	2050	2388	1555	1231	899	1572	3907	7797	2495	624	3682	828	1170
	'40	1516	632	757	12800	1285	2440	434	2454	2490	620	9979	6481	2802	2187	1810	2157	1154	1945	5358	8437	2871	1073	3811	945	1290
	'39	1166	546	738	11813	1644	1991	327	2129	2154	588	9747	4620	3120	1919	1497	1771	972	2585	4813	7427	2905	921	4109	959	1451
October	'50	7940	2439	5368	43496	4851	8506	1725	9790	8812	2533	35753	17937	10898	10046	6796	6939	2334	8517	16344	40419	12933	4405	28634	2375	6437
	'49	7986	2153	4406	38243	4023	7079	1574	6888	7593	3225	33685	18737	10969	7727	5775	6720	1579	6865	12632	29852	10021	3422	14119	1606	5340
	'48	4849	711	2682	23289	2414	4272	801	4047	4547	1199	18105	9889	6278	4493	3368	3629	1380	4478	7883	24018	5972	2318	6219	1438	2918
	'47	3355	987	1864	20455	2436	4201	847	4334	4743	903	18924	9189	4726	3769	3595	3999	1293	4242	9106	19047	5062	2143	7140	1591	2544
	'46	2990	934	1753	14763	1194	4171	721	4258	3763	942	16580	6559	3979	2849	2687	1887	1318	3295	5066	17309	4362	1932	7483	872	2107
	'41	3462	556	1321	11635	1050	2979	552	2295	3119	668	11601	4756	2711	2259	1983	2431	1053	2636	5319	11137	2980	1120	4601	801	1404
	'40	4031	773	1666	24697	2136	5010	845	4131	4343	817	19130	7252	5410	3348	3569	3478	1385	4454	9345	20339	6979	2511	6530	1314	2470
	'39	3197	740	846	16892	1954	3414	621	2644	3274	658	13844	6012	3933	2377	2635	2447	1131	2570	7310	14405	4929	2167	5335	1039	1689
November	'50	5772	1734	3195	38354	4792	6597	1439	6994	6304	2124	21668	13461	8274	7020	5307	5725	1534	6762	11679	24152	7261	4094	11275	2441	5151
	'49	5697	1899	2762	31408	4208	5792	1146	10484	6419	2441	23840	13413	8030	6296	5714	5382	2136	6198	10342	21857	6333	4367	13780	2648	4773
	'48	4345	1817	1150	30011	2775	4936	1014	4692	4763	1681	18008	8039	5898	4325	4057	3808	1557	5113	10200	21823	4414	3336	7257	1673	2958
	'47	3768	903	1459	21486	2278	4481	687	3814	3758	957	15063	8467	4020	3403	3278	2981	1531	3649	10205	16702	4202	2773	6248	1179	2689
	'46	2655	622	1169	19833	2022	3628	670	4256	3162	780	15005	7588	3448	2976	2219	2181	862	3313	7524	17423	3537	1547	6161	922	2088
	'41	2717	594	1307	11861	1183	3245	566	2463	2318	684	9430	6562	2590	2059	1876	1710	973	2621	5314	12745	2801	1621	4092	700	1474
	'40	3983	1159	1674	25874	2266	5409	960	4717	4284	988	17395	6554	4700	3700	3640	3194	1296	5120	9604	25069	6106	1828	7534	1105	2501
	'39	3158	765	1904	18439	1948	3872	790	3302	3163	857	13019	7406	4372	1634	2772	2552	1179	3627	7756	17070	5452	1766	5754	965	1929
December	'50	6704	2098	2879	44655	4778	6990	1042	10932	6841	1826	54403	35150	12045	6959	6430	5079	1730	7328	10583	38727	11854	4431	15574	2212	5552
	'49	5036	1771	698	34514	3442	4617	1231	8920	5895	2241	37207	12341	8370	5526	4527	5678	1607	4736	7924	24374	11235	3331	11243	1892	3419
	'48	3601	1475	598	26828	2475	4693	833	4399	2498	1278	13140	7954	7333	4007	5063	4304	1453	4350	5887	25646	7261	2859	8898	1389	3133
	'47	3474	1240	1228	31542	2272	4215	861	4152	2962	1447	14751	6928	5994	4026	3919	2006	1331	4375	6532	41192	3987	3052	9105	1494	2352
	'46	4131	823	785	21668	1481	3958	773	3881	2182	882	14533	7999	4978	3252	3952	1822	570	4057	11416	18708	3578	2013	8424	1171	2173
	'41	1981	621	1370	12361	1587	3144	665	3860	1352	555	13576	4576	5110	2009	1965	1929	397	2711	4325	13003	2856	1308	3782	414	1583
	'40	3137	1156	2708	26425	2841	5526	853	7196	3919	982	22314	15091	8591	4616	3541	3415	723	5076	6433	27780	4295	2036	7606	712	2489
	'39	2542	854	1823	20430	2251	3679	821	5157	1646	859	19213	6454	8089	1873	3185	4146	397	3696	5583	20461	3766	1871	4361	705	1928

and Months from 1939 Through 1950

* Not Available.
Sourse: R. L. Polk & Co.

MONTHS		Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Penn-sylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	W. Virginia	Wisconsin	Wyoming	Dist. of Col.	TOTAL
January	'50	423	1043	12332	1507	38730	7221	1435	27636	4136	2628	21926	2378	4107	1509	7946	26355	1461	864	8593	3767	3192	7395	545	1978	381562
	'49	465	813	10528	1025	22552	5438	1308	17060	1952	3466	17391	1536	2673	1218	5059	15936	1045	752	6601	3778	2212	7876	661	2010	273161
	'48	426	745	6197	817	28787	4583	899	19715	2670	3719	17887	1480	2660	1213	4810	15600	1113	704	6353	2981	1902	7957	810	2076	274978
	'47	326	595	5450	1052	29860	1617	1071	15207	2935	1369	13013	1531	2045	646	3984	9646	1020	595	5028	2811	1980	3801	502	1634	209063
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	425	681	7843	1052	24474	5761	1075	18338	2935	3483	19606	1531	2844	1359	5788	16642	857	530	6139	3888	2336	6406	704	2113	297558
	'40	402	695	8820	1024	28631	4296	832	17158	2748	2335	19787	1452	2346	1377	4049	12194	838	455	3897	3093	2045	6765	574	1730	260216
	'39	171	518	5683	852	24280	3609	686	10318	2359	1605	11064	1698	1930	1093	3851	9959	745	341	3041	2219	1423	3466	564	1282	203212
February	'50	394	598	13905	1875	32724	7091	1948	25549	6744	1639	27564	2139	4362	2139	6445	29740	1807	764	8964	5958	3133	10344	1615	2063	408990
	'49	201	450	9939	845	22833	4531	1109	17596	3614	2901	20820	1271	2493	1145	3322	13829	1093	495	5939	4497	2050	7359	634	1546	258218
	'48	411	467	8708	1026	24466	4148	357	15208	3454	2924	17321	1209	2040	991	3296	13948	1016	494	5968	5300	1230	6561	634	1685	249781
	'47	297	470	7464	606	18641	3454	550	15798	2818	2599	16430	1530	2078	570	3160	8682	735	535	4200	4075	1870	4216	490	1195	214333
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	210	574	9993	766	22682	5098	946	19731	4497	3609	22448	1777	3543	1029	3249	16533	1068	712	6198	4819	2198	7616	918	2302	299701
	'40	228	424	7629	693	19575	3644	675	16170	3379	2206	16912	957	2431	986	2555	12486	796	356	3079	2688	1824	5174	620	1617	224625
	'39	187	400	5525	471	14963	2803	276	9231	2906	1466	11027	875	1719	681	1902	10310	626	381	2608	1916	1330	3267	472	2138	164942
March	'50	456	1455	15525	1056	44797	8935	1762	29306	5554	10729	31581	1833	4438	2123	13573	27170	2323	2151	9549	7213	3007	12823	882	2630	495885
	'49	472	2086	11390	843	32245	7097	1417	26433	3634	4644	21915	1567	3577	1614	10940	14364	1865	1822	6750	6231	2894	8238	1068	2307	360584
	'48	485	1747	10359	574	33345	5420	1206	20717	2738	3283	23678	1610	3001	1149	11347	13909	1305	1281	5870	5721	2132	6848	777	2792	311650
	'47	196	2206	7788	758	23459	3110	701	19302	2121	4443	18556	1137	2665	1130	11689	10010	1205	703	5631	4138	2099	5938	469	2386	264714
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	443	2970	13292	795	35133	6727	1228	37806	4151	4504	29891	1817	3970	1347	10422	20053	1240	1086	6357	6677	2740	11857	889	3896	419396
	'40	264	2385	14122	506	27365	4415	1030	28008	3766	2864	23914	1298	2828	1242	7950	17105	1330	864	3862	3618	2460	8535	613	3087	312371
	'39	247	470	12073	441	25055	3445	592	20212	3302	2204	17796	1429	2368	887	5178	12662	896	468	2996	2792	1584	6116	664	2761	248038
April	'50	616	1078	16805	2017	42787	8649	1851	31039	6905	5427	30485	2679	4493	1700	5218	21692	2485	1154	9811	7279	3339	10212	1341	2965	471215
	'49	458	687	11508	1299	39584	7112	1436	25117	5675	4884	26657	2460	3664	1468	5735	14916	2056	1710	8848	6332	2772	8809	957	2777	390932
	'48	491	490	11966	846	31207	5111	1229	17325	4283	3584	23418	3664	2435	1467	4363	12484	1167	1193	5633	4741	2354	7526	718	2300	330555
	'47	331	698	8544	906	28350	7369	521	19351	3371	2933	22810	1840	2624	812	4850	11292	1155	720	4528	4354	2507	7346	708	2131	290226
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	459	1652	22840	1177	47791	8448	1420	33312	5351	5014	39764	4431	4177	1501	5955	17363	1675	1836	6392	8627	4354	12161	953	4102	488460
	'40	439	1578	12645	972	39027	5667	1290	23408	4607	3171	26302	3039	2656	1363	4006	12889	1418	1016	7264	4254	3335	9723	743	2692	353239
	'39	360	1632	9368	850	30121	4669	1336	15440	3685	2317	19952	1860	2270	606	2990	9867	1042	610	4663	2992	2074	8611	614	2807	268335
May	'50	655	1816	17570	2272	44666	9799	1841	32937	6639	6193	29101	2248	5027	2776	7445	20947	2315	987	11252	7984	3365	10570	1677	2255	488363
	'49	892	1349	13646	1997	40331	7387	1509	24741	5486	5204	32323	2293	3908	1768	5660	28288	1955	1541	10133	6696	3495	10521	986	3006	446251
	'48	373	730	8458	743	23357	4286	928	14129	3128	2501	19389	1124	1903	952	3442	14177	959	346	5226	3640	1693	6143	600	1950	255638
	'47	700	950	10836	1087	24095	6261	1076	18202	3684	3056	19153	1515	2393	1152	5101	11609	947	600	5562	3469	2133	6842	564	2089	286719
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	442	1685	19402	1153	50704	8708	1480	33919	5515	6216	43134	3006	4685	1235	7120	24146	1911	1775	9337	6878	4524	11562	1096	4237	514478
	'40	409	1630	12135	925	36946	4727	1264	23034	3957	3337	30599	1967	2615	1069	3846	12403	1310	1336	4996	4177	3255	7714	743	2982	345748
	'39	385	1589	9548	729	30577	4302	1078	15714	3663	2710	21621	1665	2370	1731	3119	11216	1097	1050	4457	3392	2167	6956	744	2567	280834
June	'50	802	3300	17077	1683	51878	11375	3378	39251	7649	5084	48137	4778	5368	2595	11708	25459	2952	1408	13248	8791	4712	13332	1501	3254	583922
	'49	482	1389	12843	1444	38354	6733	1880	28609	4967	4702	30447	2641	3495	2816	6168	19859	1781	750	8682	6547	3332	9555	1058	2776	432470
	'48	417	785	8721	754	24253	3906	801	15467	2969	2538	16413	1199	1892	884	3883	12038	1119	648	5089	3026	1846	5792	518	1408	246926
	'47	389	839	7190	700	22871	4492	1083	18116	3356	2929	19190	1464	2534	1067	4322	15024	1073	825	6140	4953	2009	6000	588	1938	260863
(All of first half)	'46	528	962	16711	962	49022	8675	1929	36338	6490	4011	38294	2696	4886	1753	9375	23914	1826	1112	6002	6469	3977	11655	1135	3518	493299
	'41	601	1368	17146	797	36789	7121	1477	30890	6450	5203	35731	2530	3735	972	5630	19126	1754	1170	8954	7185	5615	10873	975	3612	443470
	'40	326	1226	12467	457	29457	3907	1038	22921	3836	3883	26305	1765	2319	622	3416	12488	1363	985	5507	4647	4391	6607	693	2996	318615
	'39	269	1082	8354	400	24270	3591	666	14755	3384	2562	20304	1574	2254	833	3139	12896	1112	698	4321	3092	1968	5781	657	2520	243741
July	'50	872	1965	20091	2533	53977	10992	3668	38347	10246	4765	43112	3144	6075	3107	11243	38376	2874	1194	13361	10016	5030	10481	1794	2482	609926
	'49	678	1148	12626	1460	40828	8867	1786	25834	5777	5137	31519	2103	3929	2167	6893	20585	2129	1046	8597	6189	3805	9969	1046	4043	448477
	'48	391	873	8198	1340	30487	5068	1433	19096	3630	3328	21171	1613	2450	1278	4693	13662	705	708	5966	5086	2370	6793	748	2496	291206
	'47	482	795	7239	905	24012	4464	1259	18275	3450	2767	19460	1430	2336	994	4488	12564	1070	607	6944	4066	1932	6307	705	1928	263167
	'46	245	435	5682	606	16857	2053	435	12970	1587	1429	12733	937	1486	631	1821	10177	463	413	2832	2092	1161	3058	246	1459	172961
	'41	617	1189	13485	1694	38430	6927	1720	25623	4154	3834	33447	2370	3494	1951	4886	15973	1518	876	9627	6338	4306	9146	901	3407	391795
	'40	536	1075	8458	1210	29314	5415	1388	20354	4430	3146	31095	1765	2543	1577	3835	13560	1415	851	5985	4951	3177	7009	759	2695	315246
	'39	378	866	2876	1049	21967	4928	1350	13286	3741	1840	17263	1408	2419	1178	2983	11247	937	597	3797	2973	3393	5403	621	2095	229308
August	'50	753	1913	20795	2397	55993	13311	2469	35611	8610	3929	47996	3231	5534	2791	9429	56924	2958	1233	14174	9670	5289	15999	2479	3609	683995
	'49	754	1369	17520	1891	38427	7473	2309	28302	6352	5704	38671	2516	4667	2172	7472	25075	2114	1211	9969	6630	3808	14200	1204	2164	478556
	'48	419	1052	10622	789	32382	5583	1198	20597	4158	3811	25728	1294	2797	1152	5168	14397	1638	793	6916	5051	2573	7906	778	2418	317788
	'47	422	714	6155	810	28039	3940	1700	19408	3307	2633	17408	1501	2116	561	4116	12402	1019	631	5229	3750	1638	5520	620	1686	264866
	'46	200	781	7473	482	19414	2209	651	13704	2703	1965	14402	1141	1790	550	4904	7538	579	462	3336	2951	1453	4839	351	1853	199316
	'41	408	817	8106	799	21997	4354	866	14443	3872	2731	19612	1268	2632	961	3108	11914	935	605	6870	4869	1525	6335	695	2119	246595
	'40	327	751	7196	784	15648	4064	919	11046	3580	1908	17268	1073	1990	857	4029	11657	787	557	4568	2921	2069	6565	518	1580	211031
	'39	339	653	5640	758	16839	3805	695	10943	3155	1765	14461	964	2067	907	2511	9393	755	392	3636	2726	1716	4227	586	1681	182633
September	'50	693	1535	21695	1775	52153	9939	2231	38857	8419	7969	36039	2908	4781	2331	8959	41649	2474	923	11589	7505	3802	14249	1802	3743	625755
	'49	649	1652	14831	1523	37712	10164	2964	30109	7309	5286	31933	2147	3588	1982	7089	24555	1820	1113	10240	7272	3416	11279	1135	2398	459647
	'48	434	828	11715	995	25377	4832	1368	16080	4003	3416	21911	1453	2083	1383	4638	14488	1255	563	6575	5047	2172	7647	724	1858	296339
	'47	407	829	8967	617	32639	4583	1014	16889	2946	2700	18371	1387	1759	786	4006	9950	975	628	5587	4089	1592	5721	343	1919	251655
	'46	276	644	7786	626	18713	2310	810	13166	2888	3808	16047	1175	1587	809	3114	13044	800	474	3966	3218	1630	4891	473	1186	219281
	'41	251	417	3676	370	11960	1972	896	8066	1704	1504	8544	580	1104	556	1694	6203	498	313	2994	2004	1013	2885	354	753	125293
	'40	200	546	5085	471	12378	2447	500	8670	2280	1820	10675	929	1082	484	2706	8427	665	343	2611	2235	1232	2923	417	1146	148000
	'39	227	550	4978	356	13941	2388	465	8668	2206	1730	10505	782	1225	578	1982	7549	518	340	2190	2045	1260	3437	461	1340	141633
October	'50	598	1723	18473	2064	47702	11772	2886	35218	6963	9684	40943	2785	4988	2621	8435	26335	2266	1247	10952	7703	4331	18288	1744	4425	580373
	'49	520	1541	14212	1954	39533	8756	2916	28167	6220	5218	29510	2279	4981	2105	8217	21834	2043	1265	10697	7035	3189	8195	991	2258	465765
	'48	475	905	9371	922	28853	4977	1506	20138	3532	3027	19131	1277	2464	1155	4786	15244	960	705	5747	4321	2136	5745	641	2227	291442
	'47	277	908	11573	828	28947	4511	1059	18496	3233	2778	20387	1835	2471	1026	4768	13196	923	913	6465	4489	1948	7196	680	2026	281428
	'46	305	791	5589	701	21978	4038	760	14847	3076	2409	17589	1424	1958	845	3666	10791	959	608	5372	3423	1782	5849	484	2162	225180
	'41	257	616	5697	564	15744	3566	1015	10678	1952	1878	12518	965	1645	541	3103	7572	597	404	3557	2333	1334	2947	323	1250	165485
	'40	348	983	11762	892	29797	5479	1204	20285	3339	2950	21795	1603	2783	896	4584	14117	1061	750	4358	4328	2427	5144	538	3109	290495
	'39	270	770	8688	834	22300	3780	1104	15533	2874	2162	14843	1253	1866	767	3509	10355	754	608	2986	3131	1837	3375	483	2221	212586
November	'50	491	1274	16886	2098	41461	11676	2311	25000	7141	6416	32750	2286	3472	2152	7228	27891	1648	770	10435	7261	3297	13993	1027	2120	444193
	'49	522	1432	18067	1708	33311	9186	2804	22549	6785	4475	24969	1910	4565	1973	7072	24248	1976	837	9455	6874	2803	11938	744	2134	409702
	'48	361	851	11115	913	28926	6232	1242	20791	4262	3762	22628	2260	3164	1347	4644	14491	1176	812	6673	4427	2412	8319	861	1911	313230
	'47	499	725	12761	839	24972	4714	673	16591	3610	2942	16920	1527	2885	992	4702	12245	856	665	6218	4055	1420	5482	607	2048	258934
	'46	224	654	7843	638	26578	3855	768	16672	3038	2070	15445	1320	1823	483	4108	12224	685	546	4110	2750	1674	4921	500	1904	230424
	'41	138	555	6256	534	14497	2902	858	12053	2309	1758	10933	991	1916	563	2634	8159	535	456	3548	1536	1742	4872	339	1157	164747
	'40	337	960	12381	978	29813	4356	1405	20701	4564	3067	20228	1771	3442	826	4418	15771	863	724	5152	3118	2495	9848	638	2914	301430
	'39	194	847	9282	791	22837	3394	1007	15670	3678	2430	17168	1403	2517	756	3252	12347	881	618	3677	2056	2056	6602	548	2109	231571
December	'50	919	1454	19631	2012	35327	8717	1769	29638	11585	7798	45401	2475	5428	2314	7515	23512	2107	859	8958	7914	3310	13475	1397	1942	552259
	'49	514	1246	18732	1582	29924	10770	1467	28313	7792	3591	30291	1740	4003	1787	5205	20348	1489	813	8285	6160	2517	12906	1539	1790	414579
	'48	345	1066	11515	1178	26814	5438	1192	20985	6115	3762	29089	1633	3710	1367	5071	13941	1461	744	7499	4768	2278	6987	957	2149	311419
	'47	271	1061	12618	637	24062	6241	1609	19724	5584	2972	26886	1696	2809	1063	4546	13160	1300	742	5903	3462	1754	6747	773	2206	312263
	'46	327	832	12700	670	30508	7508	693	16992	4728	1828	23185	1359	3105	1210	3701	10381	968	552	5955	4662	1755	9395	645	1966	274735
	'41	147	746	6857	543	11529	4143	640	11175	3336	1824	13657	1071	1866	436	2526	10630	568	441	3835	3459	1479	4449	553	1238	174188
	'40	259	1124	14669	1127	22828	8343	813	21684	5480	3671	29155	1890	3397	997	4528	16955	843	555	6561	6467	2392	7333	919	2622	334073
	'39	255	951	9890	784	17137	5446	550	17756	4674	2783	20197	1395	2095	572	3052	14512	675	563	3830	3982	2147	4632	760	2116	246544

Total Passenger Cars in Operation, Makes by Year Models

(As of July 1, 1950)

	July 1 Total	1950	1949	1948	1947	1946	1945-1942	1941	1940	1939	1938	1937	1936	1935	1934	Prior to 1934	Yr. Not Given
Buick	2543220	306277	311029	204948	241391	138245	80330	343441	259122	175628	129319	160313	96345	24475	17555	50399	4403
Cadillac	373445	35909	82909	48683	53963	25553	13405	59273	13013	11113	7170	9135	5933	1506	1047	4198	635
Chevrolet	8329028	657898	996064	685594	651161	391381	226711	966739	746377	532006	407480	650761	592866	266259	169784	368498	19449
Chrysler	935568	40408	129994	101117	94545	68347	29397	143126	83154	58084	37537	67556	31639	15317	7041	26317	1989
Crosley	57623	3215	8318	25384	16299	1890	769	761	243	356							388
DeSoto	702528	30866	102375	78726	72342	56788	20734	89390	61600	46865	30006	57328	23995	11108	2965	16242	1198
Dodge	2178283	83925	277562	200620	214048	145943	60572	218349	181342	162237	90006	212571	164770	74434	28626	57850	5428
Ford	7091275	637106	1004357	264592	407741	415879	146691	644075	504279	395193	266172	534361	489860	332801	176049	852276	19843
Frazer	134755	6899	21444	46979	57501												1932
Graham (GP-Jew)	27408							742	1135	2917	2028	6830	4319	2986	1392	4855	204
Hudson (Ter-Esx)	847341	68969	144400	101960	75648	74763	32373	77811	69674	36707	26632	58122	38189	16369	8692	14929	2103
Hupmobile	10572							163	62	696	701	104	614	1667	828	5627	110
Kaiser	250530	26240	71756	89119	60745												2670
LaSalle	83344								19680	18135	10741	19974	6465	3410	1249	2991	699
Lincoln	206283	12208	61077	10783	18804	13155	5381	18172	18651	14962	10660	13937	5662	462	372	1473	524
Mercury	868395	159204	263156	58072	82068	75015	19851	83425	72398	51597							3609
Nash (Laf-Ajax)	826310	111834	120867	98069	90086	82627	27060	74632	52941	38816	25536	51677	23899	8457	5268	13077	1464
Oldsmobile	1913371	163610	265152	161048	176565	108198	58858	245653	177913	116324	76644	147703	116348	56406	19414	19575	3960
Packard	651716	50949	85737	80494	39724	31320	26008	62227	79578	38205	35563	70510	28394	10433	2171	8781	1622
Plymouth	4149576	148081	531978	327518	320074	226622	118310	482653	375803	337532	210931	387234	305054	159087	96204	112547	9948
Pontiac	2245791	214237	287589	225182	211448	126576	73111	303576	203298	129622	80676	178850	103086	48377	16410	39245	4508
Studebaker (Rock)	1111866	206370	124047	158095	130765	23712	40958	116136	88774	65338	30733	55131	28360	13606	8412	19456	1973
Willys (Whip-WK)	254511	15771	29345	40357	32255	23282	15728	18691	19897	8029	8633	23063	4132	2466	1187	10857	818
Miscellaneous	129547	8779	15739	25767	4846	3182	2422	5505	4253	4202	2513	4228	4626	3292	2396	27703	10094
TOTALS	35922286	2988755	4934895	3033107	3052019	2032378	998669	3954540	3033187	2244564	1489681	2709388	2074556	1052918	567062	1656896	99571

—Compiled by R. L. Polk & Co.

Total Passenger Cars in Operation, States by Makes

As of July 1, 1950

STATE	Total*	Buick	Cadillac	Chevrolet	Chrysler	Crosley	DeSoto	Dodge	Ford	Frazer	Graham (GP-Jew.)	Hudson (Ter.-Essex)	Hupmobile	Kaiser	LaSalle	Lincoln	Mercury	Nash (Laf.-Ajax)	Oldsmobile	Packard	Plymouth	Pontiac	Studebaker (Rock.)	Willys Whip.-WK)
Alabama	435491	22076	2710	128618	7208	577	5255	21623	113250	1489	78	8969	21	2747	482	2107	12248	6984	14715	4713	44833	19331	11071	3873
Arizona	180539	13029	2147	41848	5282	304	3800	10664	35790	626	153	4675	60	894	521	1386	4327	4211	8858	3660	20138	9351	6972	1319
Arkansas	260734	11938	1427	72498	4240	302	2864	12430	75245	951	42	4205	19	2137	239	1115	6070	4498	8938	2767	26517	12215	5472	3242
California	3593316	281724	52458	739580	111019	5085	92360	225112	683372	9541	6477	85915	2212	14090	14114	31150	85458	73846	200783	77009	381114	225372	150522	28819
Colorado	379684	26581	3575	94507	11105	245	6527	21639	78405	1472	313	12185	131	1986	819	2638	10856	9512	18058	5938	40511	19569	10326	1577
Connecticut	537852	49922	8448	105940	15077	878	12428	36801	73924	1270	664	12262	320	2625	2269	3201	11558	14031	34688	15542	68225	43771	17102	3968
Delaware	87734	6672	954	21450	2097	92	1439	5000	14473	294	24	1697	14	658	304	465	1728	1570	6274	1691	9432	6842	3575	358
Dist. of Columbia	168096	15707	3357	30115	5756	279	3570	13029	23041	496	42	4511	46	911	574	1229	4468	3506	10620	4389	23011	11802	5823	723
Florida	702129	53237	12810	139013	20880	2637	13175	42819	141795	2716	557	18896	124	4602	2310	7499	22856	14888	36091	15777	78685	37735	20419	9796
Georgia	599917	33816	5141	150158	10055	998	7244	28351	178166	1558	80	10752	54	3028	1005	3406	19050	8816	22762	8045	59206	27407	14608	2882
Idaho	166150	10969	1139	40616	4218	115	3264	9369	32419	1210	143	5190	29	1540	171	991	4216	4558	7978	2167	17499	8143	7480	2087
Illinois	2183578	177401	29465	453746	59291	4090	47320	142380	357272	13040	1235	63068	576	22003	4914	12812	55775	66719	127159	46042	260150	145953	71220	14698
Indiana	1063389	69350	8321	256342	24767	2419	20211	60743	194037	4897	597	30308	182	9242	1663	4536	20509	23899	54901	14801	132995	65691	54292	6620
Iowa	803492	42796	3844	222650	16709	850	10039	41547	198921	4904	445	18476	284	8001	757	2881	18356	15678	31904	8679	86606	40100	22349	5209
Kansas	594236	31934	2754	169813	12327	1074	7891	28872	141289	3299	251	14999	109	4818	512	2663	13949	12064	26106	6699	61486	32331	14724	3289
Kentucky	495571	27813	3194	137245	11533	941	6670	27851	110498	1702	153	9484	126	3209	699	1837	8976	8351	22259	6605	60498	26001	10966	7984
Louisiana	483110	29301	4570	120695	9561	867	6080	25731	122297	2063	89	9206	50	4193	532	3270	15172	8399	20054	6023	51260	24815	15534	2398
Maine	193585	13715	1797	46050	4129	330	3438	11812	34763	564	250	6111	56	1278	554	899	3474	4718	11536	3644	22283	15667	4929	839
Maryland	486068	37520	4815	116000	14625	875	9752	31880	71922	1451	204	11013	109	3357	1214	2395	9264	11238	26826	11450	66007	32554	15674	3680
Massachusetts	1042582	83579	12977	201276	27267	1928	22248	71198	164411	2206	984	25220	369	5174	4019	6080	22454	27959	81493	24733	136503	79454	30329	5955
Michigan	1869074	134404	18182	406851	40201	2271	31941	107451	410650	9554	931	58934	377	18651	2749	9522	57461	43214	105137	29969	186913	136899	39634	9725
Minnesota	873716	48978	4744	223839	21163	753	13575	42667	209180	3501	725	19914	391	7546	1296	3384	18735	22231	36234	12465	102596	45952	29152	2680
Mississippi	276249	15102	1734	77618	5585	503	2729	11129	79402	870	21	4150	16	1758	263	1403	7150	4678	8818	2554	28237	13071	5823	2635
Missouri	915972	51072	7122	264737	18363	1532	15060	48098	190701	2987	547	17192	211	5996	1619	4201	19294	21227	42445	13192	108201	47067	22131	8408
Montana	149100	8908	1005	37741	4309	91	2364	8355	30956	920	80	4568	44	1468	169	865	4131	4479	7497	2295	15575	6552	5916	534
Nebraska	409126	20420	1894	117568	8495	283	4321	17449	115349	1802	148	6293	94	2994	248	1647	9576	6016	13573	3937	42338	19869	11067	2122
Nevada	49921	3993	1182	9350	1988	33	1323	2919	8830	215	96	1180	10	273	211	677	1698	1110	2442	1239	5434	3041	2162	336
New Hampshire	123058	9000	970	29327	2567	200	2134	7604	22385	330	122	3390	43	770	305	604	2381	3243	7598	2452	14123	8778	3363	946
New Jersey	1206764	111113	18526	242125	40087	2512	27610	90026	149615	3858	879	27716	412	7701	4893	7964	27477	28334	79455	30645	147580	108632	36478	8479
New Mexico	146982	10134	1292	39200	3773	334	2022	7559	31167	701	24	2960	9	1358	233	1058	5165	2924	6479	2130	14579	7229	4665	1500
New York	2963058	275019	46438	562382	95834	4923	79155	227852	398575	10333	2365	68563	1182	20511	11391	19298	63669	73572	210401	75209	365045	230210	85303	21046
North Carolina	724718	39796	4748	195737	12256	864	8258	32545	201959	2290	87	12930	37	4444	906	3262	20229	9150	27168	8942	75469	41928	16922	3108
North Dakota	165237	6774	521	46869	3323	98	2113	6556	48511	863	58	2431	23	1485	85	537	4112	3196	5050	1322	17904	7102	4236	1778
Ohio	2177771	161519	21079	487056	62924	4250	51830	146405	367316	8075	2153	55926	573	16537	4781	10168	48616	52700	123305	37720	279979	151108	60995	16646
Oklahoma	550638	30621	4171	150472	10454	492	6789	25476	154927	1641	145	8684	86	2660	772	3065	15966	8990	22889	6004	50568	30163	12284	2295
Oregon	488103	33147	3620	114495	13897	819	11583	29986	90443	2266	1043	12730	223	3369	993	3164	10917	13683	24609	8423	54318	29930	19590	3330
Pennsylvania	2297838	174591	22838	485580	80136	2911	58665	160677	333149	7670	2029	55536	792	17877	5678	12289	47586	62698	135590	56805	321886	149332	80734	17112
Rhode Island	197805	15235	2543	42459	5561	248	3800	12786	28590	453	89	4273	115	1066	637	1207	4078	5219	14848	3968	28179	14485	6070	1117
South Carolina	398919	18226	2189	110461	5264	543	3994	15880	133302	716	30	7550	32	1511	341	1566	10352	5160	12924	4398	35679	19215	7265	1370
South Dakota	194855	9778	708	54366	4028	167	2326	9601	52404	1383	64	3276	41	2188	149	760	5573	4071	7135	2112	20415	8449	4870	730
Tennessee	553350	30916	4104	153308	10312	1674	7244	30530	132951	1392	127	10017	71	3187	690	2374	12425	9866	21463	7331	63208	28356	14473	6196
Texas	1859204	110846	17899	489378	37475	2705	21774	97186	485210	6018	318	31120	116	10122	2221	11465	62739	28344	75756	21209	183614	88780	52562	13028
Utah	182969	12572	1495	42379	4613	293	4401	10805	35305	731	274	5669	38	1354	327	1079	4848	4801	9444	2902	19367	10954	8043	1001
Vermont	84150	6594	700	19041	2149	176	1552	5133	14699	289	70	2283	44	646	300	368	1350	1992	5120	2087	9988	6374	2183	582
Virginia	626465	38090	4297	161525	13806	1502	10319	35133	139662	2399	182	12823	117	4526	880	3049	14597	10292	26714	10299	77393	35443	17069	4728
Washington	669972	45344	5549	149812	18522	781	16574	42018	123577	2331	842	18314	282	4333	1277	3435	13393	18443	38668	12220	78336	38322	28330	5861
West Virginia	346062	20698	1047	89893	9130	902	5734	21123	69363	1330	332	7614	84	2321	613	1384	6004	6807	15528	6118	47915	17690	9793	2234
Wisconsin	872647	54443	5381	214337	19603	797	16211	51217	168744	3539	786	21632	207	6706	1522	3239	15586	42369	51170	12087	98367	52534	24668	4229
Wyoming	91310	6727	664	22962	2604	80	1552	5066	19063	549	60	2531	12	779	123	689	2523	2056	3908	1308	9411	4267	2698	1419
Total	35922286	2543220	373445	8329028	935568	57623	702528	2178283	7091275	134755	27408	847341	10572	250530	83344	206283	868395	826310	1913371	651716	4149576	2245791	1111866	254511

*Includes 129,547 miscellaneous.

—Compiled by R. L. Polk & Co., Detroit.

Total Trucks in Operation, States by Makes

As of July 1, 1950

STATE	Total	Autocar	Brock.	Chev.	Cros.	Dia. T	Divco	Dodge	Fed.	Ford	FWD	GMC	Hudson	Int'l	Kenw.	Mack	Plym.	Pont.	Reo	Ster.	Stude.	White	Willys	Misc.
Alabama	146201	85	30	53100	417	400	147	15729	260	39202	3	9288	92	14786	2	873	619	52	943		3730	1097	3912	1434
Arizona	46785	86	16	15129	69	133	110	5659	86	13128	31	2963	66	4211	42	133	451	16	294	46	1636	321	1553	606
Arkansas	131808			47597	4	482	2	12792	138	42124	6	7742	54	11369		185	856	45	610		3748	83	2827	1144
California	595886	2828	166	166377	737	3730	2412	76509	1280	165518	431	44629	1503	52786	1206	4155	4586	287	4235	1386	19389	5899	20058	15779
Colorado	115867	143	3	37657	275	1127	212	12029	228	32116	211	7169	165	12170	104	312	1087	92	590	18	3143	800	4503	1713
Connecticut	90375	1041	806	23673	47	1197	994	10286	778	22571	49	5453	148	11547		2380	748	49	909	51	2328	1197	1333	2790
Delaware	23649	190	89	7476	130	109	112	2435	26	6120	28	1554	34	2552		192	260	176	159	1	530	206	576	694
Dist. of Columbia	20231	90	124	5170	10	149	589	2528	89	5262		1719	10	2325		381	94	26	192	30	422	475	302	244
Florida	155617	262	36	46470	269	920	348	17711	391	51170	19	7989	231	14288		2047	1611	50	1052		4743	1306	3411	1293
Georgia	172947	58	21	55691	61	631	88	18424	261	56723	4	8701	93	16031		1103	763	60	908	1	4609	1404	4980	2330
Idaho	62939	47	3	20188	12	591	57	6898	187	15506	55	4443	99	8181	289	185	373	16	423	13	2975	253	1624	521
Illinois	345017	1294	170	101841	119	7932	2294	40381	1330	78955	131	19876	428	55309	3	3563	1724	143	3213	176	10913	5590	3382	6250
Indiana	210131	182	294	61446	262	1804	992	25257	418	54708	18	12365	347	30152		855	1909	103	1612	4	8738	2368	4639	1658
Iowa	170388	50	3	56891	23	2136	292	17611	173	45536	94	7307	202	26845	5	755	939	39	1231	3	5249	855	3169	980
Kansas	182004	40	16	67209	108	1689	155	16088	366	51179	83	9804	258	22543	6	220	1256	100	943		4876	809	2867	1389
Kentucky	139979	104	3	49172	118	999	314	15982	392	35065	6	8744	79	17307	1	533	782	20	924	5	3742	970	3557	1160
Louisiana	137179	93	6	43321	111	1168	140	13131	196	42336	57	6895	44	14871		760	715	67	538		4247	1096	5097	2290
Maine	59666	80	150	19155	23	157	181	6220	211	17007	40	3639	91	6282		672	374	52	408	45	1508	332	2363	676
Maryland	88542	555	726	28374	44	579	696	12191	517	20733	3	5015	92	10754		1471	508	58	915	208	2041	1425	966	671
Massachusetts	157406	3012	1847	38608	79	2089	2599	19506	724	41586	146	9138	212	16611	1	4144	1079	171	1581	868	3897	3231	1559	4718
Michigan	248933	472	217	72297	119	1534	2235	33416	1425	78593	24	15504	541	21246		1222	1311	146	2734	21	6615	2154	5079	2028
Minnesota	183404	230	15	55639	80	1793	573	17829	783	54160	256	8546	196	25908	20	1155	1077	62	1022	12	5919	1777	3872	2480
Mississippi	127913	10	8	47079	37	442	7	12119	142	37948	8	8755	49	12281	1	423	610	30	433		3404	480	2619	1028
Missouri	223446	359	42	81992	120	1807	736	22541	477	57844	29	14468	157	25226	5	1644	1433	95	1170	3	5520	2370	2258	3150
Montana	69772	30		21565	39	705	32	6973	160	17554	124	3950	109	9894	123	62	364	20	373	7	2502	293	4152	741
Nebraska	113879	27	7	37156	35	1523	56	9325	197	32494	37	5777	78	16185	3	359	556	28	460	4	3647	841	3818	1284
Nevada	15493	25	2	4399	7	76	16	2012	13	4445	35	1184	29	1575	10	55	143	4	70	3	641	59	527	162
New Hampshire	28563	106	73	8550	23	95	131	3377	72	8962	3	1401	25	2681		487	279	41	240	44	612	185	738	438
New Jersey	207162	2670	3283	54596	37	3021	2096	24159	1435	51127	80	14554	409	22933	3	6922	2188	189	1455	153	4721	4076	3975	3080
New Mexico	42885	19		17371	39	203	2	4681	65	9971	4	3508	43	3767	13	159	312	17	128	1	1478	247	562	295
New York	417801	5607	10029	100855	266	7636	3542	56064	2530	92731	780	28225	482	49555	2	18373	2675	340	3753	524	9869	8918	6322	8723
North Carolina	191720	314	39	69841	92	570	334	21813	355	55053	173	7700	134	14667	3	2351	939	63	981	13	5773	1661	6438	2413
North Dakota	71410	22		23523	8	559	24	6413	131	20830	36	3112	47	12296		132	322	7	294	1	2283	127	942	301
Ohio	327963	1146	269	92369	431	2615	2406	43990	1623	85133	93	19059	499	41461		3151	2381	221	2942	19	9383	8425	6519	3828
Oklahoma	184716	99	3	62775	110	495	275	19273	221	55761	92	9750	104	21030		447	936	80	865		4358	1229	5379	1434
Oregon	123895	243	11	35704	161	1085	216	15612	889	29714	188	9451	188	14537	500	1805	865	32	815	160	4093	1329	5266	1831
Pennsylvania	399219	3553	4589	103585	223	5030	3163	56039	1712	94449	314	25539	340	51109		8189	3969	243	4230	492	11761	7744	7724	5222
Rhode Island	30608	738	64	8185	33	327	557	3616	165	8310	6	1680	42	3468		594	313	40	148	48	717	420	458	679
South Carolina	96286	62	7	34110	46	221	71	10775	114	30045	32	4609	85	6499		796	575	50	578	1	2197	791	2941	881
South Dakota	66388	13	3	19839	56	761	38	6957	112	17668	73	3195	65	10955	22	124	370	15	389		2064	157	3129	383
Tennessee	150480	46	37	53776	164	550	218	17589	643	38483	8	10835	98	16959		843	758	42	687	12	4459	1400	1949	924
Texas	514163	201	44	176838	286	2034	755	55408	341	156568	144	30341	391	49888	67	2019	2693	161	1617	3	14462	4358	10782	4761
Utah	41133	13	7	12923	53	271	94	4467	113	10956	53	2996	55	4821	20	156	250	15	117		1508	267	1523	455
Vermont	24614	36	101	6601	10	140	38	3053	58	6607	12	1619	15	2896		247	175	13	247	2	644	119	1601	380
Virginia	139923	496	296	48707	135	459	556	17045	441	40556	11	7345	95	12274	1	803	812	37	641	2	3788	1405	2706	1112
Washington	453180	172	9	42861	76	1419	594	19810	313	39740	133	11021	301	19791	719	1263	1108	57	1045	158	5174	1504	2759	3153
West Virginia	100957	224	257	32938	113	776	300	13970	559	27226	233	7127	124	10268	1	783	1078	33	898	8	2374	1293	6982	1392
Wisconsin	187138	211	9	60175	68	2277	672	18412	455	52520	485	9535	284	23710	6	849	1820	96	1514	348	4724	2063	3633	3072
Wyoming	33358	15		10744	12	378	16	3609	28	8537	31	2093	36	4481	27	94	157	10	119	2	1127	259	1461	132
Total	7577037	27399	23931	2341539	5797	67024	32487	877714	23623	2061330	5112	457312	9269	863281	3206	79626	51203	3809	81648	4896	218261	85670	178782	104102

—Compiled by R. L. Polk & Co., Detroit.

YOU ARE
NOW ENTERING
TIME
POPULATION:
1,600,000 FAMILIES
AUTOMOBILE POPULATION:
FOR EVERY 1,000 FAMILIES
1,110 CARS
AMERICA'S MASS MARKET
OF BEST CUSTOMERS
FOR NEW CARS
TIME

* Not Available.
Source: R. L. Polk & Co.

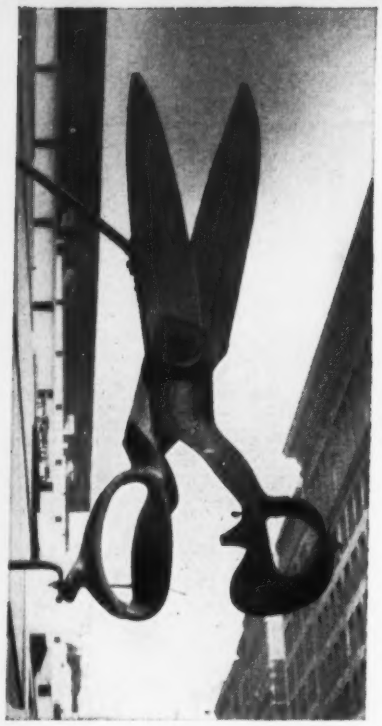
New COMMERCIAL CAR Registrations by

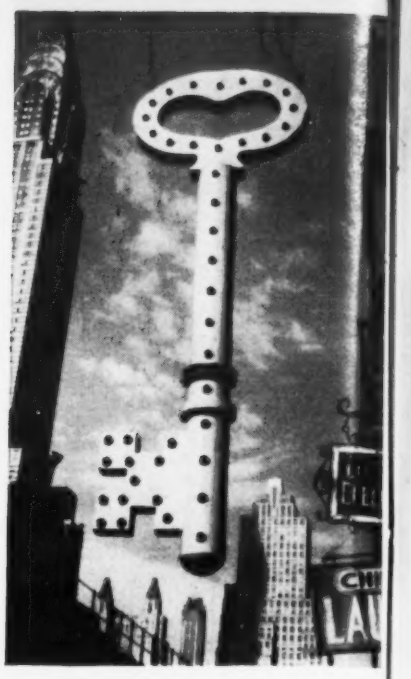
MONTHS		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
January	'50	1594	387	3053	3625	1099	504	252	1091	2497	272	2718	1475	1737	856	1399	1407	644	739	1167	2390	1471	1344	1607	474	1133
	'49	1502	372	2115	4720	783	499	255	1186	2799	372	3162	1538	1630	1002	1269	1755	683	727	900	2340	1566	1248	2000	806	1164
	'48	1478	321	1332	3951	1061	673	218	1554	2406	244	4266	1471	1843	953	1794	1296	269	861	864	2950	1783	1070	1978	607	1524
	'47	1347	248	368	3036	671	761	263	2012	627	333	3809	2864	1416	856	927	847	148	1071	530	2930	1168	1148	2019	457	965
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	1269	266	1309	2620	579	544	131	1574	1370	275	2830	1812	1455	663	880	692	454	658	870	1566	1088	1204	1734	260	579
	'40	871	288	1162	2133	768	430	115	1271	1198	318	3045	1240	1274	492	740	670	496	492	922	1732	1198	946	1023	306	468
	'39	874	250	899	1881	531	355	120	1178	1074	225	2102	1108	1164	523	805	794	332	383	665	1282	931	575	1461	349	425
February	'50	1767	395	1666	4418	1037	392	228	1257	3770	411	3072	1591	1676	1274	1992	1678	820	673	778	2856	1603	1325	2034	248	1051
	'49	1410	269	1735	4343	880	340	179	1129	3006	495	4598	1571	1817	972	1202	1143	589	708	894	2492	1513	1460	2050	669	1433
	'48	1582	307	1865	4252	1048	349	200	1222	2517	356	4850	1875	2057	1110	1482	1153	480	871	1228	2298	1645	1222	2348	1268	1117
	'47	1472	265	766	3999	677	427	191	1603	1328	218	5110	1477	1591	910	890	935	326	963	198	2876	1361	1366	2142	558	1027
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	1274	304	1397	2893	485	351	122	842	1873	267	2826	1310	1193	661	1079	1168	313	674	1013	1755	981	1099	2339	523	595
	'40	955	226	1119	2060	399	220	100	1003	1637	227	2936	1127	1048	572	816	612	347	449	1524	1886	743	723	1590	242	412
	'39	766	192	819	1913	439	247	112	974	1131	138	1892	1130	966	540	730	546	216	388	1568	1228	516	1387	530	286	425
March	'50	1999	579	1402	6037	1068	775	247	2494	2586	495	5017	2747	2522	1815	1411	1682	689	762	1367	3657	2008	1849	2721	732	1406
	'49	1759	459	2404	3990	1192	647	241	1151	2197	482	5381	1897	2120	2237	2096	1360	536	1012	1161	2878	2075	1618	2684	940	1560
	'48	2088	459	2765	3831	1193	377	300	1521	3657	654	5438	2067	2251	2212	1440	1311	404	1420	1604	3187	1447	1806	3335	1048	1336
	'47	1606	340	624	5423	871	768	223	900	1042	509	5088	2236	1894	2631	1240	1246	519	934	472	2091	1939	1432	2933	744	1147
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	1506	313	1117	3391	440	729	211	898	2090	415	3451	1943	1300	1052	1104	879	506	983	1886	2239	1639	764	2336	545	565
	'40	1284	232	808	2611	471	648	165	922	1258	396	3799	1302	1108	987	1025	910	451	777	1179	1863	1257	1153	2085	576	448
	'39	1166	1163	168	2421	466	467	186	774	1515	251	2408	1211	1128	593	861	590	282	687	1044	1599	967	944	1953	295	386
April	'50	2084	530	2273	4582	1171	811	265	1976	2074	873	4385	2444	2672	1832	2717	1557	610	1526	1703	3871	2757	1580	3337	742	1392
	'49	1765	516	2691	3612	1201	653	263	1505	1499	574	3487	1972	2413	2312	2124	1382	507	956	1288	3082	1797	1623	1855	1013	1685
	'48	2098	537	1871	7530	1070	1187	335	1776	3989	663	4966	1909	2594	3361	2897	1570	929	1474	2266	4787	2155	1692	3539	952	1747
	'47	1824	309	3308	5722	852	802	326	1072	2435	632	4315	1924	1871	1558	2003	1104	1299	1265	1205	2923	1743	1402	2423	808	915
	'46	1077	249	529	3495	427	257	135	735	383	187	2006	946	1100	927	860	687	294	612	1340	1585	1061	773	2219	174	522
	'41	1171	291	1223	3679	647	794	237	736	1632	518	3291	2371	1399	1095	1171	908	569	962	1794	2704	1368	989	2527	518	859
	'40	1109	206	902	3110	512	698	185	657	1520	460	3108	1282	1419	1341	934	747	678	676	1472	1396	1431	944	2035	513	686
	'39	1061	700	197	2287	498	502	160	696	1126	317	2685	1641	1163	741	696	641	533	619	1361	1395	1236	735	1583	367	644
May	'50	2041	591	1315	5008	1194	801	247	2301	3546	798	3457	2235	2407	1823	2596	1924	557	1108	1667	3616	2231	1703	2693	750	1418
	'49	1685	515	1395	5261	815	728	296	1840	3793	730	4614	1991	1963	2877	1716	1560	450	898	1095	2820	2300	1670	2643	818	1613
	'48	2158	477	2087	6238	1174	1059	295	1875	2113	1211	5220	3445	1908	2459	2097	1490	735	1248	1914	4780	4093	1452	3010	748	1301
	'47	1213	395	2301	4929	725	744	253	1291	3484	426	3732	2131	1605	1541	1520	1200	1406	1209	865	3885	1352	1235	2159	756	983
	'46	1222	223	498	2756	542	490	153	406	1057	311	3015	1897	1309	1563	1220	1047	814	792	2216	1890	838	1070	2644	315	922
	'41	1418	385	1051	4104	629	948	209	1336	1386	440	2849	1911	1493	1403	1119	1052	770	958	1634	2206	1413	986	1847	516	726
	'40	875	253	742	2816	531	707	173	1336	1521	380	2528	1384	1195	1020	1012	752	583	691	1342	1874	1131	757	2494	543	652
	'39	930	206	692	2551	550	611	148	564	1020	374	2658	1722	994	838	700	678	535	630	1452	1604	958	822	1440	387	519
June	'50	2292	587	845	4799	1455	956	267	1827	3169	692	4237	1555	2318	1998	1887	1859	622	1103	1738	3930	2179	1824	3208	794	1767
	'49	1700	739	751	4599	1202	639	209	1836	1866	438	4289	2198	2464	2773	1517	1546	439	771	1047	2871	2075	1333	2354	741	1524
	'48	1695	541	863	6631	731	806	263	1605	1997	761	4285	2723	2356	2479	1732	1367	840	1024	1561	2700	2053	1591	2671	547	1528
	'47	1057	423	294	4173	734	743	190	2227	1234	763	3657	1944	1343	1388	1323	927	317	933	1670	2413	1412	853	2224	608	806
	'46	983	271	1537	3073	457	472	152	707	1827	324	2480	860	949	950	801	721	194	712	701	1816	1042	990	1151	201	646
	'41	1515	370	758	4196	625	824	217	727	1265	425	2662	2154	1441	1806	1054	1093	649	925	1485	2111	836	1013	2031	505	623
	'40	903	217	272	2630	489	648	128	576	990	318	1917	2405	1019	819	852	693	509	537	1231	1622	745	807	1552	420	480
	'39	809	157	305	2324	523	525	116	582	864	336	2334	1275	1044	881	720	688	508	570	1271	1706	581	759	1246	418	500
July	'50	2910	716	2602	4139	1914	936	304	2349	3244	782	3484	2246	3554	2485	2806	2507	587	1164	2214	5429	3285	2405	3224	1638	2556
	'49	1595	409	1086	5623	1213	500	190	1427	1784	930	3714	2243	2302	2053	1748	1621	486	778	976	2941	1791	1550	3880	571	1494
	'48	1745	643	1908	4941	1320	845	335	1852	2068	959	4840	3185	3116	1892	1838	1637	651	1166	1534	3575	2226	1535	2375	1175	1783
	'47	1330	537	1288	4261	784	754	240	1101	1767	649	3121	2384	1836	1890	1430	1141	543	964	2783	2383	1128	979	2052	643	1252
	'46	1228	308	469	3473	521	528	173	584	1243	403	2776	1428	1353	807	676	795	603	835	1782	2101	1457	812	745	348	685
	'41	1313	327	1706	4376	792	829	177	1503	1299	474	3440	1791	1319	1838	914	1125	413	966	1626	2046	1618	1051	1887	742	1080
	'40	1147	219	1330	3027	617	559	142	880	1115	363	2325	1103	1244	842	778	833	454	785	1132	1411	1347	1260	1750	567	647
	'39	1224	275	1287	2058	468	616	117	735	792	328	2090	1108	969	716	767	822	318	516	1002	1349	1337	918	1435	469	568
August	'50	1977	875	2073	8661	1708	997	358	2723	3537	1066	6480	4064	2505	2491	2715	2146	540	1472	1592	4975	2619	2044	3582	1358	1803
	'49	1767	424	2720	4294	1098	655	272	1877	2587	822	4640	2456	2449	1689	1954	1948	363	834	1070	3189	2342	1834	2084	1053	1560
	'48	1838	561	2194	5547	1092	692	290	1860	2517	909	4571	2564	2383	1779	2069	1583	563	1090	1569	2469	2081	1839	2624	1140	1416
	'47	1348	404	1189	4870	928	642	223	1889	2154	441	3356	2328	1844	1490	1897	1209	574	1085	3482	3125	1491	1072	2342	712	1039
	'46	1304	367	1184	4091	565	1256	208	1584	1503	333	2503	2144	1544	1576	1708	1005	377	950	2163	1385	1176	1074	1895	598	772
	'41	1215	318	1397	3727	563	655	159	1180	1599	491	2650	1589	1096	897	908	903	403	741	1258	1514	1164	1016	2114	788	797
	'40	1083	248	830	3350	584	588	139	878	904	383	2276	1642	1009	709	826	854	264	668	956	1828	1129	991	1527	760	504
	'39	1000	228	947	2479	581	460	117	645	1046	370	2051	1889	898	557	700	817	324	511	1000	1555	933	795	1322	625	502
September	'50	1535	629	3008	9724	1258	747	275	2542	3029	1168	5160	2905	2224	2011	1813	1686	703	1002	1642	4898	2731	1616	4592	1095	1626
	'49	1402	477	2527	5495	1279	592	250	1351	2143	948	4382	2543	2396	1710	2080	2179	757	805	1047	3803	2221	1475	3279	724	1406
	'48	991	568	652	6091	978	903	271	1798	2125	715	5128	2315	1996	1672	1546	1705	917	1155	1596	3762	1831	1114	2871	922	1559
	'47	720	442	1110	5176	1033	653	205	1612	1860	474	3418	2328	1806	1139	1550	1269	873	936	1105	1799	2031	962	2218	810	892
	'46	812	426	1419	3981	524	658	175	1370	1479	441	3995	2450	1586	1321	1329	1192	707	868	1743	4299	2466	1033	2804	750	894
	'41	732	222	1005	2992	509	490	115	808	1125	366	2258	1202	998	827	940	578	413	650	1075	1362	762	639	1387	438	482
	'40	803	241	645	2513	493	373	92	580	1455	285	1843	1380	855	555	739	717	432	542	1062	1586	785	677	1272	550	435
	'39	618	186	546	1949	499	321	76	479	778	300	1668	2319	662	394	480	606	366	630	828	849	536	467	1060	523	359
October	'50	2842	638	2776	6270	1201	933	238	2061	2372	732	3933	2854	2168	2019	1866	1865	490	1199	1701	4438	2089	2056	6070	882	1539
	'49	3293	438	2193	4833	1065	778	295	1633	2161	1147	4216	3299	2173	1836	1800	1849	336	970	1308	3285	1841	1620	3426	492	1482
	'48	2871	407	1593	5577	1107	913	283	1554	1953	750	3728	1229	1979	1563	1670	1444	627	1071	1538	3366	1663	1740	2233	890	1203
	'47	1856	459	1633	5553	966	893	258	1673	1967	465	4281	2496	1763	1312	1725	1346	688	1200	3526	2626	1491	1491	2600	823	1104
	'46	1965	452	1510	4937	355	888	246	1812	1557	615	4067	1689	1855	1383	1294	1384	564	946	1568	1664	1550	2735	2624	573	938
	'41	1404	239	1012	2754	387	592	137	769	901	297	2027	774	708	810	685	810	445	579	1023	1009	840	329	1588	289	423
	'40	1401	160	963	2549	487	743	152	1202	1073	277	2183	979	1073	762	904	1035	397	719	1295	1670	1107	893	1499	412	535
	'39	1384	192	433	1803	469	499	111	603	880	212	1837	1357	903	540	849	639	293	408	1007	1360	949	798	1294	358	368
November	'50	1919	541	1569	5040	1130	712	212	1643	1963	650	3358	2200	1606	1529	1542	1257	288	899	1378	2763	1180	1954	2522	774	1233
	'49	1987	632	1515	4002	1037	653	214	2418	1853	631	3327	2234	1891	1511	2000	1165	499	785	924	2088	1281	1800	2949	1222	1175
	'48	2068	707	953	5035	961	1382	278	1284	1944	614	2809	2406	1547	1442	1784	1001	544	1051	1371	2101	1328	1651	2159	659	960
	'47	2579	486	908	5657	665	861	199	1393	1519	538	3076	2119	1563	1200	1399	880	619	892	1457	2866	1261	2026	2001	625	472
	'46	2485	336	569	4811	659	677	141	1879	1236	287	2355	1299	1224	1383	972	848	436	883	1987	2304	548	1429	2149	379	376
	'41	1286	202	749	2114	321	500	124	699	727	227	1321	1456	760	825	752	481	515	462	882	1673	629	824	1217	268	370
	'40	1471	266	747	2767	479	616	122	1501	1549	241	1583	828	870	696	1061	1141	335	992	1215	2238	967	657	1474	300	432
	'39	1354	241	749	2021	437	551	114	960	1037	275	1545	1282	803	376	820	565	456	520	1054	1867	1003	606	1294	274	372
December	'50	2227	512	1504	4362	886	635	183	2422	1677	448	5380	6137	2333	1466	1563	1005	480	900	1332	4418	2401	1724	2996	615	1206
	'49	1809	494	837	4259	804	528	203	2406	1666	522	5320	2120	2205	1262	1610	1176	387	660	988	3468	1753	1432	2711	665	934
	'48	1697	514	206	4385	550	717	170	1656	921	422	2545	2007	2328	1324	1821	504	538	836	833	3593	1691	1381	2468	497	1190
	'47	1173	503	774	5854	584	612	162	1610	1082	612	2494	1524	2303	1042	1289	549	371	955	759	3279	731	1298	2516	699	852
	'46	2854	400	673	5299	462	655	157	1348	773	354	2371	1531	1715	1111	1581	269	257	986	1373	3041	1584	1207	2315	496	825
	'41	1157	231	912	2607	525	479	144	1125	469	164	2087	1034	1423	631	789	218	196	580	665	2001	715	494	1128	154	661
	'40	1026	282	1370	2831	478	658	117	1676	1248	206	1992	1903	1676	1020	803	731	332	727	1062	2493	726	796	1400	170	447
	'39	792	186	660	2069	326	460	109	1185	439	220	2083	815	1551	380	780	799	154	445	679	1910	567	537	863	210	381

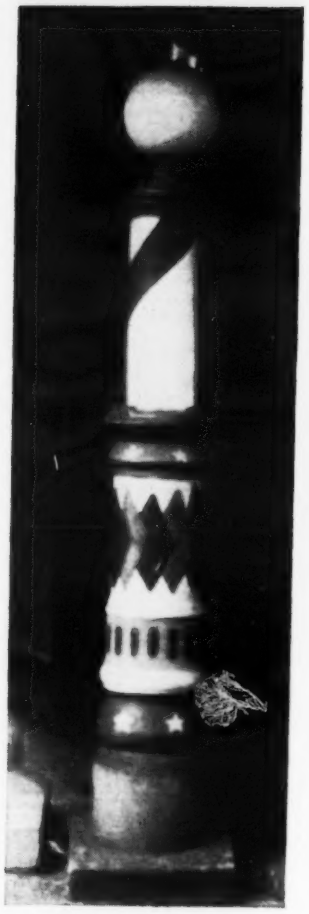
States and Months from 1939 Through 1950

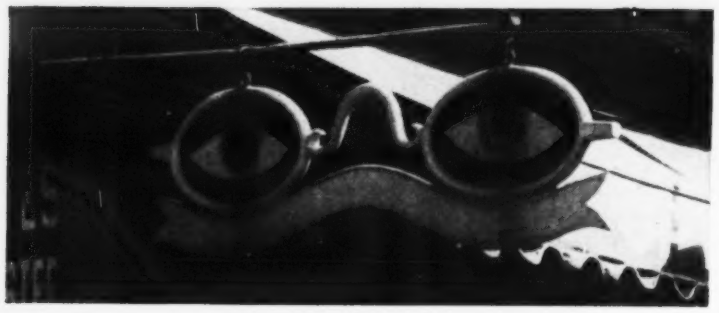
*Not Available
Source: R. L. Polk & Co.

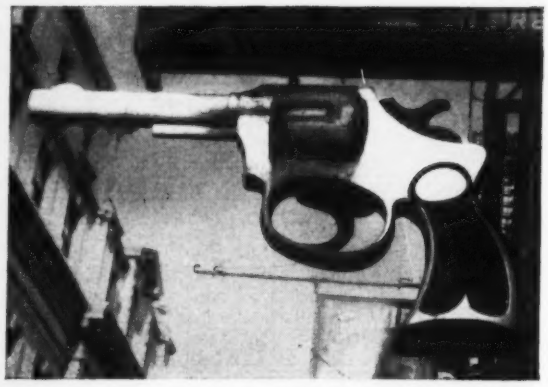
MONTHS		Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Dist. of Col.	TOTAL
January	'50	104	117	1390	625	6043	1781	319	3139	1228	494	2859	252	893	448	1824	6855	295	157	1384	603	779	1056	189	156	67925
	'49	128	129	1557	221	3771	2042	657	2890	931	859	2923	218	973	502	1808	4592	319	217	1449	1023	711	1583	269	258	66423
	'48	91	214	916	306	7202	1701	160	3194	1056	1025	3451	260	795	458	1746	4315	399	226	1484	535	829	1775	319	262	69486
	'47	73	339	1193	208	7463	568	150	3447	951	551	3499	340	853	160	1984	4023	413	318	1635	891	938	1198	229	232	62477
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	83	191	911	345	3010	1918	264	2139	839	660	2692	203	629	388	1298	4322	194	156	1213	674	556	1066	218.	185	50830
	'40	128	210	1156	441	3543	1294	190	2141	771	503	2798	211	542	344	998	3244	213	170	705	598	518	952	199	183	45650
	'39	21	165	788	338	2979	1141	174	1476	615	351	1751	193	474	274	1054	2658	236	135	731	483	426	704	160	102	37715
February	'50	88	82	1595	558	4343	1838	577	3223	2000	340	3316	188	910	552	1207	7546	308	137	1530	800	606	1514	284	144	71698
	'49	102	123	1546	593	4067	1651	478	2782	1611	779	3575	231	893	517	892	4400	446	150	1479	1069	772	1992	291	196	67537
	'48	127	123	2020	502	4626	2117	250	3672	1817	1018	4158	261	861	549	949	5365	417	214	1750	1554	690	1956	370	258	74326
	'47	123	150	1677	307	3846	2015	74	3556	1722	747	3910	276	963	553	954	4090	337	216	1594	1340	767	1385	256	213	63752
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	56	109	1007	290	2197	1292	269	2048	1338	610	2967	177	796	330	664	3980	222	199	1422	784	535	1013	250	180	50124
	'40	63	101	848	303	2202	881	185	1804	842	493	2555	117	636	301	509	3109	206	115	694	606	539	873	205	176	41336
	'39	71	127	743	246	1859	660	77	1318	803	388	1801	126	477	159	455	2670	224	163	612	465	401	823	174	281	34102
March	'50	129	267	2551	481	4602	2180	296	5153	1648	1674	4758	223	999	633	8030	7425	513	442	1803	1063	845	1948	322	214	96266
	'49	116	896	1910	518	4283	2131	606	4315	1409	1320	3982	206	883	766	6595	5030	599	830	1647	1370	1026	1927	443	280	87165
	'48	158	374	2286	332	5418	2311	658	4698	1232	1450	6160	264	1178	697	6234	6011	498	636	1734	1905	931	1652	430	408	94806
	'47	100	33	1514	430	4621	1899	347	4134	1232	1880	5034	231	1044	422	5122	4244	522	26	1952	1190	859	1763	314	372	79344
	'46	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	'41	137	630	1290	300	2761	1595	374	3636	1182	864	3840	145	659	349	2840	4294	247	225	1297	1034	651	1215	252	285	62413
	'40	84	98	1336	206	2847	819	268	3251	874	648	3385	159	645	329	2463	3661	293	289	837	731	620	1022	221	292	53093
	'39	36	60	210	1383	2624	914	142	2684	870	433	2508	174	210	210	1474	3548	251	159	666	649	458	1061	192	282	45083
April	'50	124	609	2539	718	4850	2199	238	3958	2235	1499	4820	444	973	581	2894	6073	597	303	2071	1302	863	1820	412	355	92241
	'49	151	269	1991	525	4788	1719	535	3355	2095	1210	4016	543	819	606	2471	4404	641	541	2075	1417	877	1402	402	230	78857
	'48	147	340	2682	515	6159	2919	670	4961	2297	1592	6068	897	1254	899	3178	6183	604	661	1981	1718	1441	2177	476	455	108168
	'47	142	444	2090	409	5573	2890	676	4542	1608	1165	5171	293	934	539	2320	4622	481	311	1537	1337	990	2265	379	335	85148
	'46	91	153	1158	121	2758	739	328	2608	674	412	2175	173	518	150	1295	2155	163	172	414	608	491	800	87	97	40920
	'41	113	240	2099	431	3526	1779	423	2875	1365	843	3686	541	839	382	1430	4011	378	541	1062	1287	832	1599	220	281	64236
	'40	146	725	1277	353	3699	1368	364	2643	1151	748	3170	431	831	334	1015	4087	280	200	1633	939	856	1326	198	187	55982
	'39	103	191	1185	322	3154	1210	290	2020	979	532	2634	249	559	278	862	3111	260	198	1141	690	527	1600	168	210	46063
May	'50	166	727	2415	743	4785	2580	816	4491	2016	1322	4686	410	1211	632	2499	5422	566	238	2356	1245	866	1864	549	289	90786
	'49	228	312	1857	777	4239	1968	816	3200	2117	1422	4109	583	1092	836	1961	7247	493	328	2120	1203	924	1972	320	165	86375
	'48	211	347	2214	407	5099	2539	566	4380	2145	1481	5699	656	1312	660	1972	7438	537	458	2218	1672	1127	2082	418	389	100614
	'47	109	257	2282	649	3690	2806	168	3713	1602	1026	4318	306	1034	639	1767	4167	314	517	2027	1016	869	1762	299	230	76901
	'46	42	105	1539	223	3529	1304	410	2928	1299	388	3000	268	881	264	1437	5100	294	265	893	771	643	1130	196	166	56285
	'41	76	290	1893	351	3815	1649	381	3063	1196	975	4056	278	883	332	1158	4854	333	388	1584	1068	725	1503	241	296	64177
	'40	97	328	1452	279	3702	1322	293	2305	923	700	3415	255	672	306	822	2496	281	325	1088	804	641	1276	247	232	51553
	'39	129	644	1268	269	3547	941	245	1939	861	615	2748	248	623	277	631	2954	292	277	1170	722	524	446	221	207	45381
June	'50	181	253	2086	791	4202	2550	743	5026	2459	1214	6302	184	1383	523	2622	4234	618	265	2408	1359	1208	1986	484	223	91512
	'49	168	203	1686	586	3548	1622	710	3189	2292	1160	4097	347	1056	860	1718	6764	480	195	1867	1157	918	1802	432	291	79069
	'48	172	274	2478	339	5020	1623	668	3993	2274	1232	4758	374	1021	605	1969	6768	591	334	2517	1263	1193	1948	383	177	87117
	'47	119	243	1507	332	3938	1341	79	3289	1629	1002	4045	233	802	1135	1290	5024	368	290	2006	1363	663	1338	209	252	65458
	'46	218	169	1443	227	3093	1804	342	2210	602	463	3031	252	803	287	1076	2722	161	239	857	622	357	1084	217	192	46488
	'41	131	336	1892	282	3129	1396	361	3187	1844	992	3646	324	748	232	1222	4157	308	275	1764	1074	1269	1836	171	329	62265
	'40	101	242	1276	242	2708	717	296	1982	915	648	2900	192	395	175	797	2519	258	229	1159	767	959	821	187	240	43504
	'39	74	309	1188	199	2778	753	232	1774	867	662	2625	251	455	206	740	2842	279	201	998	601	505	506	179	216	40482
July	'50	219	378	2855	956	5625	3263	925	5838	3237	1102	6070	387	1709	925	3278	11505	595	328	2358	2066	1335	1726	632	248	117040
	'49	157	143	1383	608	3845	2315	753	2679	1901	998	3345	217	974	864	1644	5587	547	201	1409	1119	1055	1512	446	259	76866
	'48	111	261	1841	1079	5411	3310	963	3913	2029	1490	5032	320	1084	965	2041	5908	461	295	2006	2144	1170	2168	456	425	94036
	'47	189	289	1367	421	4762	1856	1119	4112	1400	931	4076	229	868	420	1413	4046	329	296	2014	1175	676	1740	348	331	71647
	'46	74	211	1613	463	4025	1328	342	3148	959	701	3126	243	720	360	872	3946	234	208	1634	992	573	1341	219	192	53657
	'41	133	288	1815	569	4745	2129	352	2962	1079	971	4249	280	746	466	1170	3838	339	231	1794	1165	1048	1864	266	261	67412
	'40	85	219	975	437	3691	1628	361	2274	938	754	3281	226	508	368	1003	2879	280	164	1124	976	738	1688	202	237	50913
	'39	90	215	857	452	3215	1625	398	1716	1041	627	2236	195	625	301	788	2934	304	173	924	662	1056	1654	176	199	44747
August	'50	197	325	3039	1076	5512	4221	1355	5346	2742	1150	7537	364	1455	852	2521	13393	752	304	2943	1731	1377	3017	669	294	126533
	'49	196	170	1645	716	3684	2192	1353	3143	1933	1227	4671	208	1240	746	1967	6716	451	178	1780	1142	1043	2493	326	278	85539
	'48	164	277	2185	414	5329	2516	1014	4331	2026	1695	5616	293	1158	660	2078	5768	726	307	2219	1654	1091	2409	470	283	91923
	'47	137	226	1433	419	4044	1922	1173	3716	1562	981	4075	317	999	444	1687	5199	343	330	1758	1063	694	1843	183	230	75912
	'46	93	213	1836	291	3509	1252	519	3176	1659	808	4042	239	740	263	1899	3462	235	185	1619	973	631	1439	250	217	62820
	'41	98	201	1477	375	3156	1341	654	2677	1281	927	3521	230	673	337	1059	3669	337	172	1467	1078	629	1223	233	243	56191
	'40	122	218	1045	395	2767	1231	657	2114	967	659	3276	196	586	354	1030	3351	363	161	1118	851	668	1466	206	249	48980
	'39	98	219	992	506	2537	1498	401	1899	948	560	2685	201	665	299	800	2652	359	162	966	785	592	889	242	216	43523
September	'50	187	227	2540	559	4527	2995	863	4790	2525	2032	4550	268	1118	665	2530	14733	599	211	2217	1198	892	2671	968	300	113784
	'49	179	276	2220	735	3651	2796	1623	3724	2339	1267	4024	264	925	673	2014	7556	505	194	2074	1270	941	2064	444	222	89251
	'48	152	253	2449	557	4529	2214	1249	3541	1868	1453	4778	304	826	664	1820	5493	572	280	2066	1315	1048	1757	452	287	85108
	'47	115	253	1883	342	4313	2050	563	3949	1322	961	3918	260	726	492	1765	4372	370	210	2058	1112	649	1393	171	231	69899
	'46	146	245	1837	405	3388	1246	322	3284	1545	859	3656	246	829	418	1548	5254	325	321	1581	880	735	1270	315	187	69564
	'41	111	148	1111	253	2807	1155	715	2245	1035	653	2452	161	464	221	844	2968	317	154	1167	705	655	795	190	191	43892
	'40	84	206	963	391	2121	838	306	1554	987	522	2232	178	427	218	965	2855	265	143	856	580	546	752	162	172	39224
	'39	76	189	788	273	1976	587	163	1475	744	505	1945	140	432	181	509	2244	264	102	704	562	462	825	168	170	32983
October	'50	136	250	2305	759	5223	3037	677	4298	2207	1866	5384	324	929	630	2390	7297	554	261	1859	1253	975	2412	545	366	101169
	'49	125	165	1942	812	4536	2680	1033	3650	1873	1031	3926	223	1023	676	2216	6404	483	235	1950	1050	775	1211	325	257	86375
	'48	151	261	2059	533	5653	2328	912	4149	1795	1117	5027	325	937	583	1957	5914	373	344	1901	1722	946	1631	350	364	84284
	'47	57	346	2522	517	5992	2378	751	4385	1690	1157	5639	433	932	392	2205	5792	435	463	2117	1200	779	1941	497	350	87167
	'46	104	253	1369	420	4373	1900	428	3634	1407	1471	4597	328	852	502	1748	4957	338	295	2163	1126	848	1881	212	331	74708
	'41	95	135	999	398	3122	1446	400	1805	749	537	2875	195	479	205	800	2395	234	181	1110	596	483	919	166	197	41352
	'40	98	242	1431	391	3278	1461	349	2301	818	490	3311	260	784	210	1154	3171	217	193	1081	669	642	933	210	193	48356
	'39	94	188	1194	393	2596	932	280	2012	742	316	2192	144	461	167	948	2501	169	154	747	476	498	768	170	235	37923
November	'50	96	240	2246	873	4174	3114	540	3646	2018	1345	5636	241	1085	535	1898	8206	464	194	2044	1209	831	2982	391	297	84167
	'49	100	295	2603	621	3933	2870	771	3327	2209	876	3688	217	1276	592	2133	6767	433	221	2098	1088	760	2520	287	221	79699
	'48	87	207	2224	465	4286	2093	792	3725	1639	992	4571	406	1108	584	1673	4568	411	288	1933	1225	845	2151	370	342	75024
	'47	153	213	2774	533	4401	1947	472	3503	1673	910	3936	325	1192	511	1605	4920	349	269	2214	1114	580	1755	253	246	73737
	'46	65	181	1824	318	4636	1703	376	3884	1594	714	4207	256	893	149	1392	4418	195	254	1493	559	700	1520	217	237	63978
	'41	48	137	1026	243	2315	843	257	1619	762	404	2042	169	594	162	813	2539	177	178	991	321	648	791	128	219	36799
	'40	64	210	1321	306	2722	995	342	2032	1124	480	2550	229	805	215	968	3610	190	196	1294	446	463	1021	169	215	46618
	'39	39	211	1286	296	2586	1110	232	2361	871	382	2883	187	692	212	819	2805	250	180	929	333	610	1064	165	207	41286
December	'50	154	239	1988	658	3914	2146	411	3833	3017	1185	5555	240	1257	553	1586	6364	402	161	1568	1372	981	2080	487	223	89186
	'49	138	166	2818	734	3439	3565	355	3632	2967	716	3950	222	989	436	1263	6183	359	168	1700	1140	649	2118	582	297	78805
	'48	83	907	1865	633	3921	2383	381	3198	2366	1015	4952	240	1002	548	1139	4006	379	251	1721	1347	762	1692	359	337	70282
	'47	56	301	2362	385	3616	2773	579	2990	2001	873	4965	247	847	542	1094	4689	351	238	1643	979	555	1346	354	277	67690
	'46	88	227	2812	463	4398	2745	368	3352	1937	588	4794	261	1143	600	1133	3024	271	190	2182	1628	639	1805	286	277	69453
	'41	49	174	1415	256	1598	1535	221	2133	1174	537	2400	345	468	134	603	3269	170	167	1067	877	498	920	168	239	41006
	'40	61	213	1623	375	2448	2196	179	2108	1174	567	3234	210	803	253	1073	3617	249	149	1159	1339	510	921	226	238	51095
	'39	45	230	1053	228	2258	1490	106	1862	857	502	2907	175	398	188	652	2507	146	172	803	721	545	609	217	189	37460







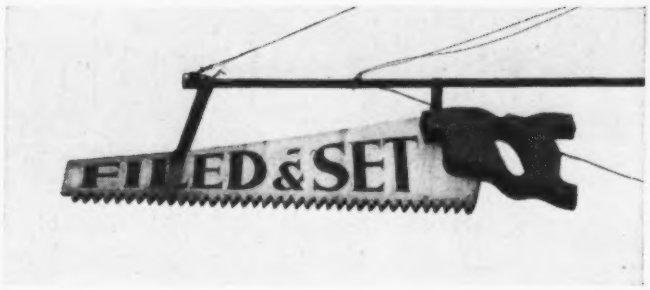


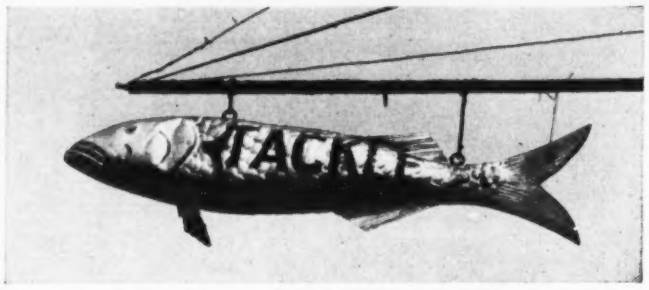


Of all the

to tell people

the most effective





devices men have used
what they have to sell,
is the microphone...

And this one reaches them today
at lower cost than any other advertising medium,
or any other microphone.

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Buick	**July 1, Total**	**22076**	**13029**	**11938**	**281724**	**26581**	**49922**	**6672**	**15787**	**53237**	**33816**	**10969**	**177401**	**69350**	**42796**	**31934**	**27813**	**29301**	**13715**	**37520**	**83579**	**134404**	**48978**	**15102**	**51072**	**8908**
	'50	3974	1419	1974	21316	3179	4813	767	1941	6043	6420	1652	21422	8968	6597	4771	3030	4944	1248	4319	7626	19985	7384	2665	6169	1148
	'49	2752	1175	1838	22445	2829	5048	794	1950	6304	4641	1523	24217	8484	5745	4290	3681	4612	1420	4464	10110	23093	5598	2329	6110	1312
	'48	1538	905	952	20654	1852	3386	507	1254	3976	2879	901	15953	5839	3457	2565	2341	2360	963	2850	6404	13725	4089	1206	4276	763
	'47	1949	1158	1148	20589	2375	4067	628	1627	5446	3431	1054	20039	7160	3778	2997	2723	2994	1127	3525	8015	13300	4120	1531	4697	868
	'46	1197	760	663	13444	1344	2466	360	991	3145	1841	591	11122	4103	2140	1659	1675	1648	665	2025	4391	7076	2283	820	2620	508
	'45-'42	1044	538	440	8511	914	1390	174	442	2143	1254	418	5707	2254	1239	1084	1023	1237	389	977	2288	3875	1428	692	1694	260
	'41	3372	2084	1559	40969	3842	6366	838	2320	8562	4445	1525	23426	10209	4903	4329	3964	4344	1565	4723	10400	17156	5764	2128	6985	1174
	'40	2161	1331	981	34475	2649	5478	707	1705	5805	2792	1026	17113	6962	3746	2830	2836	2494	1582	3975	9700	11665	4650	1285	5104	752
	'39	1499	893	737	23537	1867	4096	521	935	3649	1930	618	11397	4173	2992	2064	1879	1735	1068	2925	6579	6613	3518	876	3593	606
	'38	920	722	454	17815	1358	3395	374	732	2576	1298	444	8252	3028	2193	1408	1278	1022	883	2101	4702	4550	2618	489	2645	413
	'37	865	921	538	22213	1974	4353	474	603	2720	1216	577	9621	4011	2560	1623	1682	928	1068	2665	5806	7226	3072	529	3184	520
	'36	454	527	296	15136	1256	2554	274	304	1604	748	315	4912	2231	1592	1127	873	485	807	1535	4200	3134	2093	273	1890	329
	'35	116	115	65	5573	242	555	60	54	382	186	54	1087	732	447	310	210	100	209	340	851	553	583	67	447	51
	'34	68	94	53	3009	204	517	54	45	274	125	41	687	334	243	208	179	69	212	304	859	380	423	48	340	37
	Prior to '34	138	312	106	12011	679	1324	120	93	502	307	228	2113	831	1143	643	420	155	503	676	1621	1154	1350	107	1158	165
	Year Not Given	29	75	134	27	17	114	20	791	106	303	2	333	31	21	26	19	174	6	116	27	919	5	57	160	2
Cadillac	**July 1, Total**	**2710**	**2147**	**1427**	**52458**	**3575**	**8448**	**954**	**3357**	**12810**	**5141**	**1139**	**29465**	**8321**	**3844**	**2754**	**3194**	**4570**	**1797**	**4815**	**12977**	**18182**	**4744**	**1734**	**7122**	**1005**
	'50	331	134	159	3195	333	762	80	382	898	543	146	2527	973	637	377	206	555	169	406	1075	3454	590	229	823	122
	'49	713	428	436	8162	791	1576	206	674	2843	1296	377	7004	1996	1116	868	762	1288	390	1037	2588	4887	1219	527	1530	350
	'48	361	239	184	6005	423	999	123	416	1637	651	150	4485	1137	515	348	408	566	202	620	1539	2579	593	278	816	170
	'47	341	317	214	6577	469	1236	139	495	2071	684	143	4887	1284	478	301	485	587	255	698	1823	2697	626	214	1087	99
	'46	162	149	78	3719	230	589	66	252	1000	415	64	2095	554	215	117	222	270	128	331	921	935	314	93	445	46
	'45-'42	117	95	42	1662	144	338	35	121	551	184	26	1132	284	104	95	134	205	66	175	486	532	167	67	237	24
	'41	406	414	173	10839	602	1509	160	522	2231	797	126	4307	1179	400	312	540	688	286	812	2272	1787	658	200	1152	103
	'40	71	78	38	3162	135	286	33	120	427	146	28	887	244	73	54	95	119	66	169	490	311	116	26	230	19
	'39	68	67	31	2106	133	275	30	96	339	114	20	757	224	74	70	107	101	45	158	412	274	134	34	224	27
	'38	44	49	27	1611	87	182	19	67	256	75	12	401	120	43	43	50	57	46	98	296	205	72	10	143	11
	'37	53	65	18	1606	103	303	28	53	274	98	13	445	172	66	109	86	59	64	140	498	212	102	22	175	8
	'36	25	36	8	1380	55	171	16	34	143	55	17	295	82	58	33	44	23	37	79	299	131	79	13	107	6
	'35	3	13	2	648	10	35	3	6	23	13	5	30	16	10	6	15	8	6	14	65	21	14	1	31	4
	'34	3	8	2	283	10	35	3	6	25	4		31	8	6	4	16	5	6	14	49	13	8		21	2
	Prior to '34	7	47	5	1492	41	134	11	13	49	19	11	117	46	46	16	21	19	30	52	160	50	49	9	86	14
	Year Not Given	5	8	10	11	9	18	2	100	43	47	1	65	2	3	1	3	20	1	12	4	94	3	11	15	
Chevrolet	**July 1, Total**	**128618**	**41848**	**72498**	**739580**	**94507**	**105940**	**21450**	**30115**	**139013**	**150158**	**40616**	**453746**	**256342**	**222650**	**169813**	**137245**	**120695**	**46050**	**116900**	**201276**	**406851**	**223839**	**77618**	**264737**	**37741**
	'50	10335	2871	4464	46504	5774	9181	1824	4799	11066	13776	2705	42892	21205	16035	9910	6990	10656	3083	9860	16876	49226	15514	5261	18520	2432
	'49	14614	4686	8149	68292	8817	12163	2723	5589	18639	18370	4781	65115	31954	23879	17006	14836	17599	4836	14727	23284	65920	21859	9279	26509	4951
	'48	10010	2546	5930	48201	6612	7942	1845	3784	11791	11745	2869	44179	21417	17381	12674	10743	11002	3314	9977	16112	39693	16196	6729	20864	3212
	'47	10095	2811	5494	47227	7278	7562	1694	3302	11746	11825	3089	41107	20211	16931	12929	10418	10579	2999	9163	15041	34217	15224	6161	19068	3170
	'46	6567	1769	3560	30998	4250	4815	1008	1643	7436	7545	1910	23641	11897	9304	7591	6834	6151	1948	5450	8866	18198	9297	3895	10924	1772
	'45-'42	5030	1365	2607	15192	2689	2815	516	529	4812	5694	1172	11126	6870	5526	4697	4342	4104	1271	2786	4724	10680	5423	2888	6086	999
	'41	18619	5211	9470	86389	11345	12583	2424	2809	18062	19420	4553	48163	29364	22426	19933	17144	15045	5063	13108	22280	43308	22988	10139	27516	4037
	'40	12575	3674	6909	71764	8020	9850	2080	1930	12995	14463	3688	38203	22805	18365	14030	13536	10650	4387	11252	17760	31994	18112	7352	24090	3348
	'39	10055	2811	5736	40227	6685	6906	1395	1091	8967	11283	2546	27527	14563	16024	10955	9950	7857	3333	7541	14036	20851	13994	5841	18502	2434
	'38	5650	2202	3681	39063	5265	4914	1008	618	5899	5923	1978	21204	11954	14015	10437	7526	5687	2395	5450	10440	12618	14331	3821	14774	1656
	'37	9599	3581	5138	58994	8194	9341	1737	864	9267	9590	3587	31882	21634	19078	14119	12215	7036	3991	9395	18029	29352	18866	5341	20824	2821
	'36	7549	3227	4740	63164	8090	7426	1373	640	8181	8463	3400	27871	20456	17729	14398	9849	6419	3837	7422	15494	23898	20151	4874	21604	2969
	'35	2966	1496	1895	37646	3443	3503	579	245	3378	4017	1486	10368	8955	7581	6386	4452	2430	1767	3135	7354	7582	9453	2032	10044	1422
	'34	1971	1087	1236	23045	2391	2262	408	104	2439	2532	1036	5962	4467	4832	4213	2677	1765	1267	2207	4565	4320	6223	1416	6475	844
	Prior to '34	2872	2201	2558	62774	5585	4411	772	203	3951	4439	1785	13703	8471	13511	10316	5645	3097	2540	4173	6267	8186	16142	2339	18126	1666
	Year Not Given	111	310	931	100	69	266	64	1965	384	1073	31	803	119	33	219	88	618	19	354	148	6808	66	250	811	8
Chrysler	**July 1, Total**	**7208**	**5282**	**4240**	**111019**	**11105**	**15077**	**2097**	**5756**	**20880**	**10055**	**4218**	**59291**	**24767**	**16709**	**12327**	**11533**	**9561**	**4129**	**14625**	**27267**	**40201**	**21163**	**5585**	**18363**	**4309**
	'50	386	159	209	2465	462	655	90	403	842	545	193	2285	1247	1185	463	420	501	175	632	899	2895	1160	315	546	114
	'49	1284	508	794	9476	1532	1951	284	915	2883	1693	605	9538	3673	2800	2100	1756	1715	556	1956	3611	6650	3386	995	2606	646
	'48	915	474	586	8381	1208	1326	227	675	2202	1393	589	7265	2673	2052	1656	1346	1469	460	1578	3040	4881	2443	954	2266	477
	'47	841	544	471	8811	1144	1319	191	547	2202	1163	484	6817	2544	1894	1527	1278	1143	391	1330	2714	4744	2250	768	1946	494
	'46	631	396	312	7211	784	1101	155	446	1781	857	282	4957	1824	1162	801	778	667	284	1082	2217	2958	1123	398	1283	294
	'45-'42	272	205	134	3590	345	529	59	191	930	338	126	1782	803	394	331	363	389	97	409	804	1163	532	187	515	108
	'41	1032	1023	523	20704	1677	2468	315	934	3846	1458	578	8958	3680	1988	1519	1520	1361	531	2205	3930	5726	2771	665	2632	611
	'40	622	440	308	12505	961	1380	191	446	1951	753	336	4714	2319	1176	928	967	667	394	1328	2371	3467	1587	402	1677	345
	'39	445	338	230	8063	660	979	138	312	1197	523	221	3520	1319	903	664	736	503	248	968	1825	2094	1204	265	1143	244
	'38	205	248	143	5216	350	635	90	164	776	287	194	1999	945	621	452	508	311	187	632	1161	1044	880	148	727	167
	'37	274	450	207	8731	829	1246	174	184	1100	439	318	3927	1852	1070	732	822	406	356	1217	2397	2178	1581	208	1247	316
	'36	109	178	111	5741	481	545	73	85	488	209	166	1575	799	553	434	379	155	135	511	966	779	790	108	603	191
	'35	46	95	46	2734	192	264	33	26	220	97	82	696	397	282	262	223	67	66	235	496	367	431	50	333	139
	'34	38	43	27	1211	105	159	14	14	91	65	31	221	128	113	101	106	37	46	105	274	121	188	25	148	40
	Prior to '34	103	151	79	6169	365	477	57	38	327	150	109	917	554	511	345	317	101	203	395	553	513	833	75	646	121
	Year Not Given	5	30	60	11	10	43	6	376	44	85	4	120	10	5	12	14	69		42	9	621	4	22	45	2
Crosley	**July 1, Total**	**577**	**304**	**302**	**5085**	**245**	**878**	**92**	**279**	**2637**	**998**	**115**	**4090**	**2419**	**850**	**1074**	**941**	**867**	**330**	**875**	**1928**	**2271**	**753**	**503**	**1532**	**91**
	'50	38	5	18	236	51	74	4	5	216	33	4	167	89	27	43	20	99	25	40	95	133	18	36	45	2
	'49	82	62	72	710	38	134	13	31	393	213	10	500	303	139	227	97	203	53	125	279	335	112	99	186	14
	'48	102	148	109	2164	33	255	38	107	877	378	41	2664	1081	444	569	412	353	103	367	893	899	304	194	821	28
	'47	250	80	73	1694	106	308	29	95	867	264	51	570	847	179	195	317	127	103	262	433	662	271	116	399	41
	'46	72	5	16	126	12	15	4	1	107	61	5	76	22	8	18	44	50	22	32	94	55	6	39	45	5
	'45-'42	11	1	1	37	3	25	2	4	49	18	1	26	16	19	6	4	13	5	21	52	35	10	4	6	
	'41	13	1	2	68		29	1	2	72	10		35	21	6	3	13	5	12	16	38	18	5	3	10	
	'40	2		2	14		6	1		16	4	2	17	14	8	5	7	6	4		21	8	2	2	9	
	'39	2	1	3	33	2	10			20	4	1	17	13	13	6	10	2	3	7	18	15	20	3	4	
	Year Not Given	5	1	6	3		22		34	20	13		18	13	7	2	17	9		5	5	111	5	7	7	1
DeSoto	**July 1, Total**	**5255**	**3890**	**2864**	**92360**	**6527**	**12428**	**1439**	**3570**	**13175**	**7244**	**3264**	**47320**	**20211**	**10039**	**7891**	**6670**	**6080**	**3438**	**9752**	**22248**	**31941**	**13575**	**2729**	**15060**	**2364**
	'50	270	85	204	1928	270	477	64	238	473	426	142	1790	868	776	385	306	434	159	442	926	2320	867	195	506	102
	'49	855	430	623	9484	769	1552	216	576	1865	1167	516	7963	2982	1641	1169	1015	1012	454	1461	3498	5975	1881	548	1990	409
	'48	621	397	312	8179	568	1098	153	412	1501	1131	395	6050	1929	1182	913	707	883	437	1032	2535	4448	1152	404	1633	311
	'47	464	417	255	8211	560	1049	138	363	1528	776	307	5185	1785	1064	738	609	574	391	939	2365	3611	1144	275	1424	281
	'46	468	285	242	6703	475	928	114	282	1324	665	258	3992	1480	834	586	545	476	260	761	1964	2625	1020	209	1049	224
	'45-'42	219	181	121	2861	213	336	36	143	540	312	115	1242	625	264	276	212	303	87	245	630	819	416	104	449	53
	'41	733	527	288	13846	905	1675	177	560	2057	946	438	5644	2842	1091	1008	762	795	362	1208	2967	3765	1557	299	1904	245

(Continued on Page 66)

by Makes, States and Model Years

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

		Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Buick	**July 1, Total**	**20420**	**3993**	**9000**	**111113**	**10134**	**275019**	**39796**	**6774**	**161519**	**30621**	**33147**	**174591**	**15235**	**18226**	**9778**	**30916**	**110846**	**12572**	**6594**	**38090**	**45344**	**20698**	**54443**	**6727**	**2543220**
	'50	3832	418	797	9902	2318	30105	6752	928	17187	3691	3726	22456	1205	3285	1745	5571	19599	1790	581	3880	6385	2296	3209	845	306277
	'49	2780	503	1155	12120	1397	32511	5292	1061	20386	4435	3657	22050	1563	2436	1315	3848	15301	1518	759	5915	4377	1964	6906	1016	311029
	'48	1553	364	760	7645	702	21342	3027	612	13740	2563	2532	14122	1073	1495	778	2411	9241	943	465	3804	3493	1553	4546	589	204948
	'47	1764	391	694	10606	872	26808	3836	727	17435	2749	3141	16374	1358	1602	873	2909	11442	1188	509	3929	4046	1959	5210	623	241391
	'46	922	225	429	6089	517	15067	2219	382	9705	1630	1898	8801	851	910	470	1645	6467	710	328	2247	2621	1289	2930	356	138245
	'45-'42	611	147	222	3039	403	7107	1461	241	5170	975	1273	4335	567	612	273	1309	5395	531	150	831	1655	767	1580	261	80330
	'41	2323	560	1031	14113	1324	32675	5820	775	23659	3971	5306	21050	2108	2867	1103	4825	17043	1931	756	4922	7139	3081	7196	911	343441
	'40	1586	432	1049	12283	845	28862	3617	606	17017	2829	3095	17965	1907	1660	813	2623	9352	1188	743	3963	4283	2316	5688	596	259122
	'39	1188	230	668	8565	522	19436	2584	402	10795	2275	2242	11797	1377	1169	620	1984	5910	753	549	2984	3041	1573	4223	441	175628
	'38	894	165	514	7373	380	16282	1785	297	7070	1549	1583	9345	822	663	443	1242	3848	605	412	1776	2129	1181	3041	250	129319
	'37	1059	256	664	9140	438	19512	1695	257	10338	1817	2290	12538	1077	738	508	1296	3736	705	498	1859	3027	1357	4186	373	160313
	'36	759	147	502	5146	200	13102	906	168	5097	1111	1276	7476	649	385	389	685	1959	421	389	1065	1551	809	2950	254	96345
	'35	189	21	139	1208	53	3045	256	78	1112	375	227	1646	173	110	117	166	460	70	73	419	314	177	613	45	24475
	'34	130	25	111	1150	34	2600	227	40	799	186	202	1340	191	81	48	95	292	64	112	155	281	121	433	31	17555
	Prior to '34	791	109	262	2635	98	6447	317	198	1936	440	689	3161	293	182	274	196	698	153	270	331	1000	251	1676	133	50399
	Year Not Given	39		3	99	31	118	2	2	73	25	10	135	21	31	9	111	103	2		10	2	4	56	3	4403
Cadillac	**July 1, Total**	**1894**	**1182**	**970**	**18526**	**1292**	**46458**	**4748**	**521**	**21079**	**4171**	**3620**	**22838**	**2543**	**2189**	**708**	**4104**	**17899**	**1495**	**700**	**4297**	**5549**	**1947**	**5381**	**664**	**373445**
	'50	381	107	92	1062	240	4393	543	75	1858	450	370	2323	164	257	145	456	1913	166	64	488	760	153	279	64	35909
	'49	567	264	190	3795	314	9793	1228	201	4834	1007	854	5180	528	567	231	962	4860	382	166	979	1110	291	1323	219	82909
	'48	230	136	123	2202	132	6137	631	75	2891	563	467	3168	301	283	85	530	2459	175	85	572	739	320	830	105	48683
	'47	229	186	120	2756	145	7461	673	68	3142	539	456	3240	389	293	73	613	2498	180	95	622	750	336	794	98	53963
	'46	102	89	72	1318	73	3444	331	22	1518	311	181	1520	182	158	29	303	1151	98	39	290	364	179	322	37	25553
	'45-'42	55	54	34	735	51	1715	215	8	788	102	153	734	116	86	15	152	723	49	16	98	221	65	191	6	13405
	'41	187	210	128	3365	192	6789	675	43	3295	586	620	3367	417	329	65	672	2719	237	112	703	864	335	819	69	59273
	'40	32	26	36	678	33	1552	112	6	630	147	87	757	106	46	16	116	545	45	28	153	136	62	226	15	13013
	'39	31	37	40	640	42	1469	98	5	667	105	109	689	105	61	12	95	399	40	22	135	140	47	194	11	11113
	'38	14	14	32	465	14	944	69	4	350	84	58	405	61	29	4	55	210	36	8	76	79	38	90	7	7170
	'37	26	24	37	642	25	1262	87	6	540	64	91	657	73	35	6	61	209	30	27	96	150	65	138	12	9135
	'36	15	15	23	389	15	763	47	1	323	115	71	378	58	24	11	39	122	19	18	45	107	28	74	7	5933
	'35	2	2	4	70	1	133	5	1	46	35	14	98	8	3		7	12	6	1	8	16	4	27	1	1506
	'34	3	2	3	69	1	110	8		55	31	26	72	6	3	1	5	12	7	1	8	40	4	17	1	1047
	Prior to '34	14	15	26	319	13	453	25	6	129	29	59	221	24	13	13	18	57	25	17	20	73	20	53	12	4198
	Year Not Given	6	1		21	1	20	1		13	3	4	29	5	2	2	20	10		1	4			4		635
Chevrolet	**July 1, Total**	**117568**	**9350**	**29327**	**242125**	**39200**	**562382**	**195737**	**46869**	**487056**	**150472**	**114495**	**485580**	**42459**	**110461**	**54366**	**153308**	**489378**	**42379**	**19041**	**161525**	**149812**	**89893**	**214337**	**22962**	**8329028**
	'50	7950	745	2620	18363	3771	50099	13394	2820	41624	10695	7870	43801	2895	7638	3845	12255	40250	3152	1369	13503	14630	5135	6248	1467	657898
	'49	10947	1185	3187	29486	4674	73565	21448	5512	66625	16751	13012	64415	4719	11915	5037	17607	63174	4408	2072	21155	16676	6601	20378	2938	996064
	'48	8941	685	2057	20212	3263	50494	14957	4058	43590	12895	8287	43888	3012	8295	4329	12811	42771	3047	1481	14453	9945	7144	16105	2106	685594
	'47	9370	642	1981	18976	3316	45012	15004	4167	40462	12465	8337	38491	3046	8389	4829	11993	42979	2978	1357	13467	10431	7307	14811	2010	651161
	'46	5221	413	1184	11923	2085	27843	10214	2356	23431	7077	5113	22226	1992	5451	2809	7571	25209	1844	854	8111	6565	4791	8649	1180	391381
	'45-'42	3304	329	554	5944	1450	13104	6465	1413	13837	3875	3407	11175	1063	3891	1617	5417	18541	1225	429	2778	4277	2811	5177	685	226711
	'41	13721	1136	2916	27388	4959	57572	26053	5594	58463	17164	14392	52960	4992	15631	6293	21461	64051	5167	1985	17923	18594	10790	23524	2611	966739
	'40	9583	814	2458	22810	3382	48287	18590	4154	43944	13654	9943	42843	4100	11304	4677	14570	43974	4083	1749	15186	12708	8807	19042	1883	746377
	'39	8032	583	2063	16071	2604	34092	15336	2888	27358	10382	7229	30382	3167	8501	3809	10772	30785	2920	1293	10897	9440	6293	14550	1449	532006
	'38	6531	484	1549	12805	1889	26580	10164	2581	18648	8914	5708	22494	2149	4886	3137	6896	23517	2258	1051	7464	6815	4533	12762	1156	407480
	'37	9086	590	2545	19589	2479	43299	16000	3249	38770	11185	9997	40910	3996	7934	4278	10642	29510	3978	1679	12120	13113	8685	21014	1628	650761
	'36	9552	664	2429	16107	2297	38591	11698	2701	34121	11119	9656	32002	3209	6533	3847	9154	27512	3434	1473	10362	12027	8044	21477	1633	592866
	'35	4062	318	1266	7257	987	16905	6558	1610	12919	5399	3686	12636	1601	3503	1769	4302	11812	1393	638	5765	4743	3112	9650	753	266259
	'34	2510	228	831	5235	651	12097	4308	1034	7941	2910	2568	8895	982	2183	1093	2376	7766	945	446	2849	3405	1899	6398	490	169784
	Prior to '34	8571	529	1683	9832	1253	24666	5530	2722	14984	5833	5276	17277	1454	4279	2970	4944	17151	1494	1164	5431	6424	3925	14340	960	368425
	Year Not Given	187	5	4	127	140	176	18	10	329	154	14	1185	82	128	27	537	376	53	1	61	19	16	212	13	19522
Chrysler	**July 1, Total**	**8495**	**1988**	**2567**	**40087**	**3773**	**95834**	**12256**	**3323**	**62924**	**10454**	**13897**	**80136**	**5561**	**5264**	**4028**	**10312**	**37475**	**4613**	**2149**	**13806**	**18522**	**9130**	**19603**	**2604**	**935568**
	'50	515	90	130	1673	342	4263	459	165	2963	414	440	3417	222	230	258	593	1867	221	92	631	1532	289	273	83	40408
	'49	1472	247	357	5186	603	12697	1847	747	8829	1638	1703	10860	719	786	739	1609	6894	658	282	2172	2178	771	2656	431	129994
	'48	1161	242	317	4078	457	9635	1271	556	6297	1379	1228	7972	522	648	566	1271	5147	469	221	1746	1768	1025	2337	368	101117
	'47	1149	252	253	3596	377	9205	1203	471	6146	1198	1247	7283	495	543	508	1119	4780	476	204	1543	1580	931	2143	286	94545
	'46	617	161	183	2909	282	6983	861	251	4664	773	932	6089	370	394	277	734	3022	282	144	1123	1239	732	1349	192	68347
	'45-'42	248	95	52	1263	153	3031	470	76	2147	407	484	1995	203	196	92	314	1544	194	50	267	569	290	578	83	29397
	'41	862	326	301	6290	549	14111	2186	277	10006	1454	2429	11848	795	838	448	1609	5482	686	271	2143	3075	1370	2756	359	143126
	'40	565	146	209	3644	272	8356	1188	176	5848	869	1312	7398	497	486	266	886	2747	393	165	1337	1466	905	1586	202	83154
	'39	392	96	161	2819	196	6490	851	106	3946	580	1006	5282	389	333	190	556	1824	276	128	784	1018	563	1210	146	58084
	'38	326	61	115	2031	119	4640	464	77	2256	430	609	3363	191	180	135	462	1150	175	91	524	691	396	843	118	37537
	'37	410	120	224	3172	191	7623	700	151	5334	566	1117	7240	571	282	224	541	1428	368	166	711	1444	892	1679	141	67556
	'36	222	62	96	1430	85	3575	305	83	1947	340	452	2948	247	131	117	254	669	205	101	366	656	377	727	79	31639
	'35	118	23	45	639	40	1647	156	39	879	166	304	1382	122	78	52	100	320	86	78	130	357	185	455	37	15317
	'34	50	13	31	281	23	773	77	19	437	60	144	656	46	34	22	65	159	37	24	72	213	130	209	15	7041
	Prior to '34	379	53	93	1053	72	2738	217	129	1192	172	488	2350	163	102	130	156	405	84	131	252	736	274	775	64	26317
	Year Not Given	9			23	12	67	1		33	8	2	53	9	3	4	43	37	3	1	5			27		1989
Crosley	**July 1, Total**	**283**	**33**	**200**	**2512**	**334**	**4923**	**864**	**98**	**4250**	**492**	**819**	**2911**	**248**	**543**	**167**	**1674**	**2705**	**293**	**176**	**1502**	**781**	**902**	**797**	**80**	**57623**
	'50	10	1	10	127	59	224	114	10	202	17	40	151	10	25	3	145	174	30	19	40	191	65	19	6	3215
	'49	33	2	27	412	70	763	90	16	525	67	126	365	35	73	29	222	342	65	38	213	145	112	107	11	8318
	'48	124	10	95	906	142	2151	255	35	1934	230	412	1437	102	179	87	699	1386	156	80	529	248	341	436	26	25384
	'47	97	19	55	945	47	1426	325	27	1298	109	210	681	52	183	32	465	686	37	28	547	162	332	166	31	16299
	'46	7		5	25	9	105	58	7	144	45	4	155	18	50	13	89	43	1	8	88	16	32	24	4	1890
	'45-'42	3		3	35	1	85	8		39	5	18	71	12	19		16	28		1	40	5	4	6	1	769
	'41			3	33		100	8	1	59	8	7	46	13	8	2	8	15	1	2	32	10	8	13	1	761
	'40	5		1	6	3	20			18		1	1		2		9	9	1		7	3	3	4		243
	'39	1	1		15	1	38	6		19	10	1	3	2	4	1	3	14	1		5	1	3	20		356
	Year Not Given	3		1	8	2	11		2	12	1		1	4			18	8	1		1		2	2		388
DeSoto	**July 1, Total**	**4321**	**1323**	**2134**	**27610**	**2022**	**79155**	**8258**	**2113**	**51830**	**6789**	**11583**	**58665**	**3800**	**3994**	**2326**	**7244**	**21774**	**4401**	**1552**	**10319**	**16547**	**5734**	**16211**	**1552**	**702528**
	'50	277	43	96	1042	205	3630	441	156	2165	384	375	2754	209	248	215	485	1184	193	76	470	1116	147	232	70	30866
	'49	637	184	232	3908	288	12009	1515	448	7525	1005	1565	9036	563	736	368	1231	3742	617	209	1630	1991	477	2161	247	102375
	'48	606	148	281	2705	221	10206	1005	373	5159	887	1083	6356	406	495	345	816	3030	397	172	1422	1574	582	1863	211	78726
	'47	484	138	205	2615	201	10820	867	194	5096	697	1102	5673	532	415	239	690	2521	366	139	1122	1479	551	1751	172	72342
	'46	370	106	181	2102	184	7041	808	155	4047	612	752	4717	251	343	200	565	1989	336	140	932	1183	504	1270	131	56788
	'45-'42	123	47	63	713	101	1702	318	64	1562	253	347	1367	92	196	58	291	1045	168	49	222	488	184	429	60	20734
	'41	451	213	233	3552	273	7942	1056	214	6946	777	1704	7042	459	522	210	901	2703	618	192	1264	2530	741	2061	185	89390

(Continued on Page 67)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 64)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
DeSoto	'40	495	287	193	8968	525	1239	135	305	1143	520	260	4218	1933	693	599	578	486	300	915	1848	2333	1143	226	1360	185
	'39	390	268	188	6529	460	966	101	207	824	373	189	2997	1394	585	450	489	322	244	685	1611	1596	954	157	1220	114
	'38	232	188	95	4420	324	714	78	70	462	244	138	1798	844	374	402	304	233	170	528	951	878	746	92	738	81
	'37	298	333	165	7894	869	1266	130	111	770	341	246	3665	1838	745	695	608	286	317	878	1796	2036	1439	107	1400	137
	'36	106	179	58	5325	257	467	44	33	314	147	111	1304	728	372	278	238	99	97	306	582	617	565	51	508	104
	'35	37	64	30	2723	145	215	19	16	133	72	56	566	347	205	159	104	40	43	128	254	209	275	13	230	36
	'34	3	36	8	748	32	54	3	1	56	12	17	105	80	29	39	25	14	26	21	51	56	99	4	80	10
	Prior to '34	59	105	44	4534	145	357	27	2	159	72	74	719	525	183	186	165	84	91	176	262	355	312	29	524	72
	Year Not Given	5	18	38	7	10	35	4	251	26	40	2	82	11	1	8	3	39		27	8	298	5	16	45	
Dodge	July 1, Total	21623	10664	12430	225112	21639	36801	5000	13029	42819	28351	9369	142380	60743	41547	28872	27851	25731	11812	31880	71198	107451	42667	11129	48098	8355
	'50	1040	232	772	3645	898	1292	190	585	1638	1663	292	5370	2248	2601	1138	942	1329	426	1222	2424	5658	2376	561	1334	226
	'49	3172	1100	1835	18128	2240	4054	644	1833	6040	4382	1360	20237	7995	6377	3769	3567	3981	1370	4111	8301	15211	5579	1992	5420	1304
	'48	1900	713	1259	16133	1732	3114	474	1645	4115	3036	810	15697	5410	3686	2531	2242	2837	1133	3030	6671	11397	3708	1389	4063	887
	'47	1858	870	991	17380	1946	3377	515	1778	4726	2902	874	15969	6041	3818	2694	2542	2563	1186	3283	6971	11699	3890	1091	4353	939
	'46	1413	639	787	12952	1307	2326	351	934	3283	2110	637	11606	4013	2475	1903	1757	1571	756	2222	4525	7511	2712	834	3038	614
	'45 to '42	898	389	585	4841	707	931	120	362	1670	1038	298	3401	1686	1014	900	811	1351	334	765	1837	2963	1006	464	1190	224
	'41	2610	1261	1145	23539	2345	3578	480	1409	5447	2886	921	13085	6055	3610	2818	2378	2806	1071	3058	7297	11479	3387	1080	4366	744
	'40	2234	925	1018	19850	1727	2847	435	860	3745	2423	707	11520	5222	2979	2232	2377	2133	925	2771	6122	9417	3135	947	4293	591
	'39	1971	795	949	18469	1776	2740	344	850	3199	2132	646	10186	4120	3021	1984	2116	1882	883	2199	5937	7454	3019	713	4318	521
	'38	886	452	486	11311	832	1647	210	350	1615	1003	348	5000	2278	1626	1282	1243	1098	605	1341	3175	2690	1914	393	2007	289
	'37	1669	1135	1029	23069	2090	4759	530	649	3150	2042	875	13457	6222	3553	2869	3227	1560	1194	3382	8023	9337	4609	644	4944	618
	'36	1113	1223	743	23786	1957	3068	376	521	2206	1410	759	9505	4864	2963	2101	2350	1235	906	2391	5646	6362	3435	480	3942	627
	'35	402	420	308	14894	895	1316	145	155	899	538	422	3443	2464	1631	1116	1084	497	388	924	2117	1952	1734	223	1878	373
	'34	180	151	120	4792	297	569	66	56	436	234	133	1191	661	522	397	453	254	195	414	1031	693	512	112	817	145
	Prior to '34	261	299	270	12315	867	1073	100	76	556	339	283	2433	1421	1667	1110	746	459	438	638	1107	1448	1645	164	2008	249
	Year Not Given	16	60	133	8	23	110	20	966	94	213	4	281	43	4	28	16	175	2	129	14	2180	6	42	127	4
Ford	July 1, Total	113250	35790	75245	683372	78405	73924	14473	23041	14195	178166	32419	357272	194037	198921	141289	110498	122297	34763	71922	164411	410650	209180	79402	190701	30956
	'50	10740	2382	4943	42121	5643	7246	1563	4335	12053	13858	2369	40501	19556	17240	10653	7340	12572	2379	7762	16238	56452	15568	5883	16067	2152
	'49	15516	4962	8979	50901	9468	11026	2342	5490	22332	21778	4721	69073	30390	27603	17791	15993	19542	4228	11645	23809	79865	23907	10789	25926	4901
	'48	3839	1013	2379	35550	2313	2133	464	1144	6002	5924	1019	14419	6270	6062	4149	3687	5295	1042	2305	6635	15077	5212	2962	5861	1036
	'47	5802	1750	3724	40622	3966	3620	840	1720	8874	9996	1960	23140	11099	8839	7147	6088	7458	1728	4171	9583	25713	8086	4493	9835	1658
	'46	7745	2087	4853	27234	4569	4124	998	1648	9358	12348	1739	23218	10202	10216	7677	6614	9405	2067	4964	10624	24518	10621	6300	9836	1926
	'45 to '42	3166	859	2079	9765	1644	1306	247	351	4469	5024	688	6950	3434	3538	2782	2594	3561	640	1225	3237	7765	3572	2633	3419	656
	'41	13345	3251	8043	53834	7093	6410	1230	1628	15002	19453	2733	28530	16444	16155	12625	9899	14044	2886	6116	14225	37392	16716	9789	15230	2791
	'40	9639	2371	5882	44686	5771	5125	984	1051	10940	18201	2197	22049	13172	13753	9271	7856	9729	2547	4891	12075	25963	13129	6866	12044	2167
	'39	6945	1778	4556	43274	4784	3890	739	843	7805	11967	1788	18024	9762	12074	7321	6458	7427	2043	3666	9524	19455	10971	4987	9914	1664
	'38	3373	1363	2502	28086	3404	3016	507	535	5135	5630	1246	12240	7257	9226	5651	3789	4510	1559	2516	7579	9976	9942	2534	7326	1198
	'37	6859	2779	4462	47957	6448	7083	1129	820	9331	9982	2547	25765	17476	14910	10692	8605	6446	2894	5609	15483	30848	19690	4458	15011	2208
	'36	7537	2767	5651	55656	6371	5920	1013	713	8725	12607	2524	20289	13006	12721	9559	8060	6076	2855	5036	13981	22518	14884	4748	13136	2382
	'35	3866	1835	3331	47290	3891	4028	623	465	4846	6298	1586	13320	9776	10493	7341	5417	3018	1907	3092	8417	12435	12680	2714	10754	1656
	'34	2405	1118	2067	27153	2573	2067	347	149	2985	5101	919	5187	3983	4209	4129	2855	2310	1251	1727	4269	5795	5135	1857	5840	809
	Prior to '34	12388	5268	10976	129155	10396	6736	1403	445	13635	18588	4372	33906	22099	31854	24259	15165	10174	4715	6979	8654	27962	38996	8068	29910	3750
	Year Not Given	85	207	818	88	71	194	44	1704	303	1411	11	661	111	28	242	78	730	22	218	78	8916	71	321	592	2
Frazer	July 1, Total	1489	626	951	9541	1472	1270	294	496	2716	1558	1210	13040	4897	4904	3299	1702	2063	564	1451	2206	9554	3501	870	2987	920
	'50	49	7	23	313	59	131	22	26	60	53	24	756	331	222	158	42	79	45	110	143	595	276	20	114	21
	'49	254	65	241	736	176	135	48	53	453	292	233	2155	778	931	548	290	437	114	239	256	1564	721	188	448	166
	'48	508	211	331	3107	585	342	90	159	899	491	426	4939	1791	2322	1282	607	713	118	442	609	3354	1286	312	1241	349
	'47	645	311	327	5202	648	636	130	226	1264	691	521	4866	1936	1394	1299	749	786	285	646	1165	3918	1125	324	1160	381
	Year Not Given	33	32	29	183	4	26	4	32	40	31	6	324	61	35	12	14	48	2	14	33	123	93	26	24	3
Graham	July 1, Total	78	153	42	6477	313	664	24	42	557	80	143	1235	597	445	251	153	89	250	204	984	931	725	21	547	80
	'41	4	4	4	182	9	9			22	2	7	69	25	11	1	5	4	6	4	21	31	8	1	13	2
	'40	4	2	1	320	10	15	1		39	2	6	90	32	20	10	6	2	12	6	80	43	12	1	27	4
	'39	6	21	4	508	34	80	3	2	73	7	9	181	85	28	28	7	12	34	23	115	91	43	4	64	6
	'38	8	12	1	578	17	23	1	2	58	6	21	90	41	35	24	15	12	16	17	83	57	46		34	1
	'37	28	41	18	1117	68	237	7	15	155	33	42	322	108	107	53	48	23	65	66	360	229	169	3	103	21
	'36	13	30	4	1201	51	118	5	2	81	3	19	151	110	88	27	21	12	28	25	123	153	123	5	85	19
	'35	2	14	3	708	36	80	2	4	51	6	15	107	68	45	31	25	11	32	23	59	76	74	2	64	16
	'34	3	6		414	10	20	1	2	26	6	8	46	33	12	16	6	2	13	8	50	41	35		32	1
	Prior to '34	10	23	7	1429	78	77	4	10	43	13	16	175	92	97	60	20	9	44	31	91	120	214	4	122	10
	Year Not Given				20		5		5	9	2		4	3	2	1		2		1	2	90	1	1	3	
Hudson	July 1, Total	8969	4675	4205	85915	12185	12262	1697	4511	18896	10752	5190	63068	30308	18476	14999	9484	9206	6111	11013	25220	58934	19914	4150	17192	4568
	'50	492	349	271	5840	1504	896	143	649	1229	889	392	7756	2590	1439	1120	586	756	351	923	1781	5227	2492	217	821	362
	'49	1418	775	1104	9956	3175	1718	289	1005	2937	2189	966	13837	5640	3340	2855	1857	2598	831	1859	2971	8253	3928	1050	3354	1057
	'48	1078	394	612	9099	897	1456	215	606	2164	1439	486	7329	3140	1896	1618	1148	1276	581	1400	2791	7840	2145	653	2173	449
	'47	884	363	427	7515	619	1083	158	368	1785	1084	421	5646	2424	1462	1090	891	798	453	1024	2305	5962	1366	421	1637	363
	'46	932	419	365	7791	654	1112	151	397	1778	1023	423	5451	2524	1480	1145	916	690	494	982	2328	5836	1380	380	1473	363
	'45 to '42	602	271	183	3120	440	416	53	97	870	500	320	2246	1148	782	666	406	345	290	352	923	2456	605	273	691	183
	'41	1002	519	316	9423	753	1248	157	326	1924	907	435	5548	2993	1647	1106	910	631	580	1013	2513	6416	1299	291	1467	321
	'40	760	378	274	8273	760	1040	150	256	1638	703	401	5198	2951	1654	969	739	622	457	974	2173	5145	1248	270	1376	323
	'39	411	217	138	4824	517	541	72	150	941	449	207	2338	1162	845	693	361	379	356	472	1207	2246	749	126	830	141
	'38	244	131	84	3115	473	381	53	69	715	296	216	1304	813	643	638	278	300	252	354	988	1249	749	73	549	124
	'37	578	365	163	5508	1012	997	124	123	1246	620	401	3138	1992	1216	1295	627	410	504	801	2088	3709	1491	178	1183	281
	'36	327	219	118	4633	678	573	64	83	872	288	274	1817	1546	947	785	386	190	353	421	1586	2095	1186	120	769	327
	'35	104	123	52	2743	258	259	22	32	250	123	120	606	701	461	467	158	78	155	145	581	659	534	36	334	168
	'34	63	58	23	1293	146	177	15	14	257	62	42	260	232	238	204	85	35	129	100	437	308	247	16	161	54
	Prior to '34	65	62	27	2758	286	341	26	34	243	85	79	477	429	418	331	129	52	320	162	542	610	486	31	321	51
	Year Not Given	9	32	48	24	13	24	5	302	45	95	7	117	23	8	17	7	46	5	31	6	923	9	15	53	1
Hupmobile	July 1, Total	21	60	19	2212	131	320	14	46	124	54	29	576	182	284	109	126	50	56	109	369	377	391	16	211	44
	'41	1	3		14	3	1		3	15	3		1	8	7	3	7			2	1	21	1	1	1	
	'40				19	1	2		1	2	1		2	3		2	2			1	3	4	2			
	'39		5		147	6	17		2	9	2		79	15	10	2	2	4		2	20	76	45	2	6	2
	'38	2	6	2	92	15	26	1	7	8	4		69	9	14	3	3	10		5	50	37	36		5	1
	'37	1	2	1	26	1	2	1		1			15	3	1	2	2			1	1	8	2	1	3	
	'36		4	1	98	13	32		3	6	2	5	35	9	19	3	10	7	5	3	23	9	19		10	8
	'35	2	12	2	355	29	56	3	5	13	8	9	73	38	48	24	18	6	12	19	68	21	62		37	14
	'34	1	5		183	6	35	1	4	12	6		33	14	15	4	15	5	3	8	50	23	35		11	3
	Prior to '34	13	23	7	1273	55	148	8	18	56	27	15	264	75	169	66	65	18	35	67	150	144	184	11	137	16
	Year Not Given	1		6	5	2	1		3	2	1		5	8	1		2		1	1	3	34	5	1	1	

(Continued on Page 68)

by Makes, States and Model Years

(Continued from Page 65)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

		Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All Stars
DeSoto	'40	282	84	227	2653	140	6261	645	127	4935	569	1040	5696	327	294	169	649	1674	367	133	968	1318	548	1488	119	61600
	'39	247	91	165	2168	95	5215	497	98	3586	375	788	4026	261	245	128	487	1268	329	99	651	1071	422	1136	104	46865
	'38	169	47	114	1513	85	3420	292	62	2170	295	471	2522	125	114	68	271	776	188	75	431	637	315	676	66	30006
	'37	322	109	165	2660	118	5943	451	111	4921	485	1029	5487	399	218	148	471	966	420	130	649	1434	645	1589	88	57328
	'36	132	49	71	915	49	2331	161	42	1639	220	518	1922	151	63	72	157	371	200	59	276	754	325	682	46	23995
	'35	73	17	23	422	18	1051	99	28	696	94	238	778	79	32	54	74	186	104	28	119	327	106	322	21	11108
	'34	32	10	16	88	12	185	18	5	377	31	76	158	8	7	9	23	37	29	6	19	124	28	50	8	2965
	Prior to '34	105	36	62	532	17	1465	83	34	986	104	395	1107	107	63	42	106	268	69	45	142	547	158	484	24	16242
	Year Not Given	11	1		22	15	34	2	2	20	1		24	11	3	1	27	14			2	1	1	27		1198
Dodge	July 1, Total	17449	2919	7604	90026	7559	227852	32545	6556	146405	25676	29986	160677	12786	15880	9601	30530	97186	10805	5133	35133	42018	21123	51217	5066	2178283
	'50	938	53	410	3081	624	9405	1476	245	5993	1118	722	6302	491	756	564	1698	4392	350	194	1435	2261	559	563	193	83925
	'49	2625	317	932	10441	1082	30404	5114	1150	17937	3265	3456	21230	1600	2628	1376	4298	16571	1200	660	4745	4511	1529	5700	789	277562
	'48	1524	281	836	8315	677	22436	2988	744	12787	2330	2244	15374	1068	1573	1060	2649	9175	859	471	3731	3262	1847	4313	464	200620
	'47	1579	287	749	9077	710	24733	3457	641	14646	2261	2341	16779	1032	1538	1062	2695	10752	929	468	3677	3266	2055	4574	484	214048
	'46	974	184	465	6249	556	15224	2425	490	9813	1647	1772	11364	869	1111	688	1770	7013	659	351	2540	2399	1473	3319	312	145943
	'45 to '42	507	110	159	2181	278	5306	1184	236	4162	804	1201	3684	304	590	267	1166	3982	392	131	788	1447	642	1096	170	60572
	'41	1443	323	608	8690	834	20640	3534	587	15958	2531	3535	15361	1223	1640	834	3376	11089	1041	437	3855	4822	2147	4459	467	218349
	'40	1280	241	558	7323	569	16804	2900	495	12871	2199	2358	13126	1020	1308	736	2624	8789	970	392	3336	3432	1990	4210	376	181342
	'39	1229	209	598	6849	485	16906	2593	374	10822	1952	2081	10368	1090	1201	671	2377	7609	791	379	2614	3138	1429	3880	369	162237
	'38	696	108	351	4513	300	10580	1283	229	5456	1254	1113	6474	567	579	369	1319	3464	454	276	1502	1645	967	2232	194	90006
	'37	1431	305	808	10301	605	22903	2482	484	15125	2279	3239	17260	1509	1310	686	2846	6454	1185	527	2617	4058	2427	6646	448	212571
	'36	1356	220	569	7242	427	17000	1611	358	11721	1817	2900	12467	1097	807	567	1979	3974	1067	404	2198	3570	1991	5078	381	164770
	'35	732	120	238	2714	186	6968	671	228	4354	1059	1303	4854	466	423	299	749	1781	472	173	1090	1741	862	2540	193	74434
	'34	229	49	121	1235	72	3222	289	61	1527	369	559	2232	202	168	95	335	650	193	78	344	849	458	796	62	28626
	Prior to '34	864	111	197	1749	138	5252	534	233	3162	766	1155	3664	238	242	324	517	1423	242	192	648	1554	746	1767	160	57850
	Year Not Given	42	1	5	66	16	69	4	1	71	25	7	138	10	6	3	132	68	1		13	3	1	44	4	5428
Ford	July 1, Total	115349	8830	23385	149615	31167	398575	201959	48511	367316	154927	90443	333149	28590	133302	52404	132951	485210	35305	14699	139662	123577	69363	168744	19063	7091275
	'50	8660	617	2089	16696	3376	43328	16028	2834	36458	9896	6702	40241	2833	8012	3360	12830	44658	2901	1059	12622	13038	4511	5517	1224	637106
	'49	13221	1227	2682	25813	4423	69821	26445	6019	60853	13519	12119	58921	4293	14260	5637	19351	69637	4696	1925	18638	17055	6892	21223	2710	1004357
	'48	3789	262	1068	5153	1143	14632	6541	1442	12660	8350	2919	11064	851	3489	1642	4752	18619	1072	450	10825	4595	2217	4683	582	264592
	'47	5852	526	1107	9483	1886	25685	11946	2505	22539	8951	4787	20508	1422	6247	2504	6785	29199	1853	754	11238	7301	4067	7560	1124	407741
	'46	6012	430	1156	9300	1977	24917	14173	2845	21055	8413	4593	20643	1732	7730	3120	8422	33018	1776	764	8808	6280	4031	8632	1161	415879
	'45 to '42	2243	210	350	2917	978	6501	4853	1161	7202	3483	1688	5384	506	2639	1082	3884	15147	794	267	2183	2921	1260	2936	498	146691
	'41	9783	779	1767	12252	3257	28774	23490	4930	33966	15753	7412	26809	2547	13706	4839	14225	55769	3381	1182	12774	9708	5890	14318	1900	644075
	'40	8347	566	1624	9169	2242	22839	19182	3436	25049	12359	5731	20504	2243	12655	3777	10967	43153	2501	1033	10650	7089	4711	10682	1411	504279
	'39	6849	424	1357	7037	1713	18129	13190	2404	19244	10347	4325	15527	1864	8968	3178	7977	30033	2214	823	8456	5214	3676	9467	1118	395193
	'38	5253	359	839	5951	1105	15571	7510	1981	11415	7537	3412	11038	1328	4921	2415	4115	18638	1536	588	5491	3831	2373	8010	855	266172
	'37	8279	561	1810	12339	1773	34380	11948	3104	34674	11440	7356	28221	2687	8462	4419	8036	27356	2870	1165	8676	9151	6432	18288	1382	534361
	'36	7846	640	1801	10029	1874	30267	11995	2690	24916	11568	7599	23597	2241	10754	3646	8816	27199	3260	1160	7249	10284	5978	14359	1367	489860
	'35	5756	457	1225	6834	1092	20996	7578	2546	14872	8490	4649	14292	1312	5811	2745	4934	16670	1790	789	6196	6132	3765	11860	931	332801
	'34	2770	294	765	3321	651	10174	4399	1045	7317	4495	2471	7851	642	4255	1106	3069	10080	986	486	2879	3368	2301	4604	480	176049
	Prior to '34	20526	1476	2685	13249	3586	32452	22642	9552	34898	20145	14648	28113	1997	21226	8906	14157	45756	3669	2253	12916	17587	11248	26432	2304	852276
	Year Not Given	163	2		72	91	109	39	17	208	181	32	436	92	167	28	631	278	6	1	61	23	11	173	16	19843
Frazer	July 1, Total	1802	215	330	3858	701	10333	2290	863	8075	1641	2266	7670	453	716	1383	1392	6018	731	289	2399	2331	1330	3539	549	134755
	'50	59		36	209	24	653	45	26	452	60	137	702	25	15	63	50	162	61	13	99	225	23	49	32	6899
	'49	269	30	43	400	122	1335	394	207	1495	188	378	1513	73	118	319	241	1061	129	50	252	293	184	747	82	21444
	'48	676	85	94	1215	232	3252	730	272	2743	668	738	2329	125	175	426	485	2210	224	96	898	741	475	1377	199	46979
	'47	777	98	155	1994	310	4994	1061	355	3349	676	1010	3064	215	387	559	594	2483	302	127	1113	1063	611	1343	226	57501
	Year Not Given	21	2	2	40	13	99	60	3	36	49	3	62	15	21	16	22	102	15	3	37	9	37	23	10	1932
Graham	July 1, Total	148	96	122	879	24	2365	87	58	2153	145	1043	2029	89	30	64	127	318	274	70	182	842	332	786	60	27408
	'41	8	6		16	3	19	5		74	3	40	46	1	1	2	5	15	4		2	24	3	17	4	742
	'40	7	4	2	21	2	51	1	2	98	2	25	69	4		1	4	9	6	1	14	20	16	27	4	1135
	'39	19	7	31	106		354	4	2	259	18	91	234	10	2	4	11	42	15	1	21	79	42	91	6	2917
	'38	14	8	4	61	2	132	2	5	151	7	83	120	7	2	4	7	31	21	3	18	73	19	53	3	2028
	'37	25	33	32	288	10	582	25	6	687	24	271	583	26	10	18	30	71	74	19	39	220	105	205	9	6830
	'36	13	12	22	109	1	318	10	13	337	36	166	279	20	5	9	15	39	61	8	22	157	50	108	12	4319
	'35	7	5	7	112	2	283	26	8	220	18	163	250	8	3	6	13	37	34	7	21	102	23	72	5	2986
	'34	6	3	9	23	2	144	3	1	88	9	57	94	1	2		12	15	17	6	13	46	18	20	2	1392
	Prior to '34	47	17	15	137	2	473	11	20	230	27	144	344	12	5	20	30	56	41	25	32	119	56	181	12	4855
	Year Not Given	2	1		6		9		1	9	1	3	10					3	1			2		2	3	204
Hudson	July 1, Total	6293	1180	3390	27716	2960	68563	12930	2431	55926	8684	12730	55536	4273	7550	3276	10017	31120	5669	2283	12823	18314	7614	21632	2531	847341
	'50	576	122	284	2354	331	6535	832	213	3838	590	930	4645	269	473	436	794	2565	578	112	946	1359	344	560	208	68969
	'49	1004	200	439	4854	713	11351	2241	663	9217	1169	1776	9182	590	1202	806	2098	6682	1293	365	2699	1855	855	3532	652	144400
	'48	883	179	367	3732	389	9369	1705	361	6618	1332	1283	6987	562	808	393	1497	4797	535	182	2004	1727	849	2286	230	101960
	'47	567	87	279	2522	255	6437	1257	190	4832	812	917	5254	408	744	239	1002	3249	366	150	1335	1501	730	1774	192	75648
	'46	543	86	257	2150	224	6139	1283	184	4822	830	1302	5214	426	745	285	866	2857	389	188	1255	1543	682	1837	169	74763
	'45 to '42	304	52	103	917	129	1922	733	50	1992	404	515	1669	139	451	96	436	1436	358	62	322	774	314	853	104	32373
	'41	474	123	270	2581	236	4978	1221	110	5395	650	1277	4977	433	851	171	813	2383	479	207	1039	2089	817	2289	210	77811
	'40	408	78	304	2180	205	4710	1158	133	5514	648	932	4619	379	720	190	697	2129	358	182	933	1407	758	2108	192	69674
	'39	231	45	205	1197	106	3021	680	72	2315	462	485	2288	249	413	113	342	1042	235	127	537	733	339	1016	82	36707
	'38	208	32	130	970	66	2384	368	82	1592	336	533	1821	108	236	90	263	849	155	85	313	778	283	788	71	26632
	'37	403	65	256	2003	138	4861	686	161	4780	621	1132	4423	275	474	153	571	1461	372	207	583	1872	700	1704	171	58122
	'36	322	60	187	1022	80	3167	333	100	2611	418	876	2261	242	215	125	336	944	290	171	421	1456	478	1304	113	38189
	'35	137	18	93	399	40	1302	168	52	1067	209	373	792	65	98	87	111	352	114	74	201	595	178	598	77	16369
	'34	103	11	173	306	19	851	122	15	455	92	171	511	51	56	44	49	140	63	57	110	276	113	313	35	8692
	Prior to '34	125	21	143	513	22	1503	140	43	849	103	228	871	73	60	46	93	212	92	112	118	347	172	653	25	14929
	Year Not Given	5	1		16	7	33	3	2	29	8		22	4	4	2	49	22	1	2	7	2	2	7		2103
Hupmob'e	July 1, Total	94	10	43	412	9	1182	37	23	573	86	223	791	115	32	41	71	116	38	44	117	282	84	207	12	10572
	'41				6		7			24	3	6	7		2		2	4			3	2		1		163
	'40						4			2			1				2	1	1		4	1		1		62
	'39	1	1		17		106		3	18	6	21	11	4		1	5	3	6	2	5	22	4	7		696
	'38	1		4	26		78		1	33	7	34	25	4	1	1	11	8	3		11	24	6	17	1	701
	'37	2		1	1		3		1	10	5		1				1	1			1	3				104
	'36	10		3	34	1	66			53	9	13	21	4	2	2	5	13	1	1	5	20	3	22	2	614
	'35	23		4	67	4	162	8	3	76	7	36	133	51	2	2	11	19	8	2	17	41	18	38	1	1667
	'34	3	1	4	23	1	91	7	2	55	12	14	63	7	7	2	3	5	1	3	6	12	11	23		828
	Prior to '34	54	8	27	235	2	659	19	13	299	37	98	526	41	18	33	30	61	17	36	65	157	42	98	8	5627
	Year Not Given				3	1	6	3		3		1	3	4			1	1	1							110

(Continued on Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 66)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
Kaiser	**July 1, Total**	**2747**	**894**	**2137**	**14090**	**1986**	**2525**	**658**	**911**	**4602**	**3028**	**1540**	**22003**	**9242**	**8001**	**4818**	**3209**	**4293**	**1278**	**3357**	**5174**	**18651**	**7546**	**1758**	**5996**	**1468**
	'50	172	55	185	953	203	361	87	59	231	183	101	1960	1074	1110	418	212	396	186	449	607	2200	1229	102	425	61
	'49	799	161	751	2154	531	633	199	221	1347	898	496	6403	2791	2631	1421	877	1525	460	1011	1296	4973	2464	540	1787	442
	'48	975	325	690	5375	682	725	213	315	1561	932	557	9043	3403	3125	1918	1187	1343	261	1084	1664	6553	2474	636	2438	498
	'47	743	347	446	5291	559	793	153	253	1397	955	374	4465	1928	1094	1041	904	856	364	783	1579	4712	1131	436	1295	460
	Year Not Given	58	6	65	317	11	13	6	63	66	60	12	132	46	41	20	29	73	7	30	28	213	248	44	51	7
LaSalle	**July 1, Total**	**482**	**521**	**239**	**15411**	**819**	**2239**	**304**	**574**	**2310**	**1005**	**171**	**4914**	**1663**	**757**	**512**	**699**	**532**	**554**	**1214**	**4019**	**2749**	**1296**	**263**	**1619**	**169**
	'40	111	113	57	2428	198	529	78	158	607	274	37	1514	408	145	109	183	138	142	306	1010	618	421	74	401	45
	'39	126	110	57	3118	178	461	66	138	548	258	44	1128	333	172	119	147	139	120	267	763	674	269	61	335	32
	'38	69	61	25	2022	100	296	37	79	282	131	19	547	226	101	70	81	65	69	151	554	380	138	32	207	22
	'37	117	120	57	3751	191	579	74	97	518	182	47	1049	418	188	133	181	114	128	297	1008	639	257	57	372	43
	'36	28	44	17	1612	74	155	20	26	163	64	8	352	131	74	45	42	28	48	83	318	196	91	16	130	12
	'35	10	20	9	1054	33	94	11	10	63	25	7	142	66	34	25	29	22	22	43	151	78	51	8	79	6
	'34	4	11	5	362	14	29	5		30	11	5	37	24	13	6	14	5	11	16	53	36	10	3	22	1
	Prior to '34	8	18	3	1035	29	117	11	11	48	12	4	99	40	26	4	13	6	14	41	135	51	58	9	60	8
	Year Not Given	9	24	9	29	2	9	2	55	51	48		46	17	4	1	9	15		10	27	77	1	3	13	
Lincoln	**July 1, Total**	**2107**	**1386**	**1115**	**31150**	**2638**	**3201**	**465**	**1229**	**7499**	**3406**	**991**	**12812**	**4536**	**2881**	**2663**	**1837**	**3270**	**899**	**2395**	**6080**	**9522**	**3384**	**1403**	**4201**	**865**
	'50	231	26	50	966	159	167	30	110	437	275	64	852	338	246	168	54	153	48	157	304	1004	216	72	206	45
	'49	836	305	432	3165	797	949	154	436	2436	1332	370	4969	1695	988	962	718	1150	242	792	1505	3189	1004	528	1261	322
	'48	83	57	51	3393	65	144	19	54	357	130	24	602	145	98	102	59	124	27	102	252	314	99	66	118	28
	'47	152	109	111	2838	178	314	47	123	720	260	82	1503	400	190	195	112	299	86	238	651	831	223	132	342	53
	'46	98	86	56	1529	132	320	32	46	489	199	40	970	288	167	153	131	253	56	166	449	626	208	78	292	36
	'45-'42	68	41	30	789	61	78	14	39	236	107	24	317	101	56	60	41	140	19	65	176	275	100	42	104	14
	'41	151	135	79	3005	230	348	42	110	690	257	60	880	356	219	247	147	339	88	216	641	655	273	137	428	59
	'40	141	157	83	4208	274	319	36	100	684	235	84	867	311	243	236	162	254	74	186	635	701	286	96	566	63
	'39	135	129	67	3223	227	224	28	53	501	218	73	653	286	177	174	151	242	76	141	396	652	253	98	263	68
	'38	79	112	50	2544	142	117	22	36	338	132	59	411	201	147	124	94	122	56	112	325	439	218	42	217	36
	'37	92	149	67	3049	212	195	26	34	394	179	57	490	254	233	157	106	134	101	136	477	548	346	86	269	91
	'36	20	50	17	1677	126	56	9	13	152	28	45	172	116	89	61	35	27	12	48	184	169	119	10	89	43
	'35	8	8	1	161	3	9	1	2	8	4	1	14	3	2	10	9	3	1	6	13	4	9	1	7	1
	'34	4	2	3	94	7	7	1		10	3	1	19	3	3	1	5	2	3	5	19	13	9	2	2	
	Prior to '34	6	10	4	501	17	29	3	5	18	7	5	64	25	17	9	9	14	10	16	49	23	19	4	26	6
	Year Not Given	3	10	14	8	8	15	1	68	29	40	2	29	14	6	4	4	14		9	4	79	2	9	11	
Mercury	**July 1, Total**	**12248**	**4327**	**6070**	**85458**	**10856**	**11558**	**1728**	**4468**	**22856**	**19050**	**4216**	**55775**	**23509**	**18356**	**13949**	**8976**	**15172**	**3474**	**9264**	**22454**	**57461**	**18735**	**7150**	**19294**	**4131**
	'50	2841	514	884	11533	1610	2373	354	1307	4452	3660	604	10210	3570	3900	2551	988	2742	583	1900	3870	12532	3632	1021	3837	502
	'49	3624	1203	1745	12852	3111	3430	581	1669	7225	5666	1343	19913	6978	6478	4835	3123	4914	1071	3105	6997	17259	5639	2203	5885	1409
	'48	533	208	371	12115	575	539	92	218	1325	902	221	3568	1342	819	712	656	888	154	496	1454	3321	821	438	1124	193
	'47	826	489	552	11155	1002	1134	162	285	1991	1433	374	5444	1820	1315	1193	751	1242	349	871	2609	5440	1395	584	1712	458
	'46	985	405	624	7516	1013	1073	143	229	1836	1770	384	4708	1721	1469	1093	883	1397	259	770	2132	4538	1736	730	1743	428
	'45-'42	324	147	221	1632	301	210	32	49	626	642	132	1130	433	373	289	227	515	90	167	406	1241	481	293	447	114
	'41	1461	596	739	10457	1191	1021	151	212	2281	2056	497	3997	1859	1437	1262	924	1580	318	804	1820	4897	1929	860	1774	441
	'40	991	446	500	10004	1184	973	121	179	1776	1601	401	3925	1644	1408	1139	817	1081	349	649	1871	4527	1773	580	1603	344
	'39	630	272	358	7547	844	756	88	134	1237	1134	246	2718	1051	1091	847	574	743	289	474	1274	3223	1309	390	1082	236
	Year Not Given	33	47	76	647	25	49	4	186	107	186	14	162	91	66	28	33	70	12	28	21	483	20	51	87	6
Nash	**July 1, Total**	**6984**	**4211**	**4498**	**73846**	**9512**	**14031**	**1570**	**3506**	**14888**	**8816**	**4558**	**66719**	**23899**	**15678**	**12064**	**8351**	**8399**	**4718**	**11238**	**27959**	**43214**	**22231**	**4678**	**21227**	**4479**
	'50	1235	375	717	8433	1761	1547	217	653	1804	1167	771	9337	4724	3032	2034	1127	1112	478	1549	3339	6319	3449	538	3169	393
	'49	1195	638	872	7256	1283	1758	226	642	2259	1464	858	9838	4117	2541	2088	1342	1529	624	1606	3690	6635	3146	980	3352	730
	'48	954	494	607	6943	902	1877	196	514	1833	1331	474	7466	2799	1492	1345	949	1249	500	1407	3484	6425	2127	676	2224	518
	'47	864	481	528	7803	855	1750	176	427	1714	1211	466	6701	2261	1373	1264	951	1042	461	1258	3222	5587	2051	608	1993	428
	'46	832	461	510	7086	797	1494	157	370	1735	1078	375	6374	2029	1205	1008	900	986	468	1124	2768	4965	1853	611	1939	379
	'45-'42	313	179	126	2361	272	379	41	55	632	364	141	2702	728	474	470	277	263	168	296	769	1469	791	205	526	197
	'41	403	388	317	7422	759	1256	134	187	1363	636	419	6560	2053	1233	1062	697	626	402	961	2152	4001	2094	300	1979	394
	'40	372	283	243	4978	622	835	102	132	1096	441	271	4840	1552	901	678	584	455	314	731	1669	2343	1571	208	1599	323
	'39	241	212	157	4565	437	618	72	96	748	317	182	3427	1049	708	424	393	209	286	517	1551	1510	1081	148	1399	249
	'38	145	136	103	2555	268	444	49	73	452	175	111	1876	483	571	340	227	174	171	348	1013	703	1044	90	783	150
	'37	208	228	142	4777	730	963	103	57	641	277	248	4649	1157	977	622	529	328	374	741	2294	1902	1526	126	997	321
	'36	93	161	74	3381	417	517	39	37	316	168	135	1609	409	583	367	191	157	199	284	1071	549	710	73	493	322
	'35	58	45	12	2505	104	136	25	7	101	45	27	413	214	117	65	63	62	54	178	271	119	205	28	201	63
	'34	38	22	13	884	88	157	10	5	64	26	21	212	77	88	62	36	56	78	69	297	53	120	22	129	44
	Prior to '34	28	65	28	2880	200	270	20	19	107	53	54	597	228	375	229	81	103	141	146	367	245	458	47	392	68
	Year Not Given	5	43	49	17	17	30	3	232	23	63	5	118	9	8	6	4	48		23	2	389	5	18	52	
Oldsmob'e	**July 1, Total**	**14715**	**8858**	**8938**	**200783**	**18058**	**34688**	**6274**	**10620**	**36091**	**22762**	**7978**	**127159**	**54901**	**31904**	**26106**	**22259**	**20054**	**11536**	**26826**	**81493**	**105137**	**36234**	**8818**	**42445**	**7497**
	'50	1775	627	926	11836	1481	2585	527	1512	2802	2736	754	10666	4898	3563	2177	1458	2322	645	2308	5426	12792	3791	941	3167	632
	'49	2538	1000	1525	19988	2126	4289	871	1979	5566	3893	1185	19610	7504	5019	3587	3323	3868	1403	3723	10435	17384	5243	1673	5246	1349
	'48	1279	622	821	12667	1111	2547	541	1024	3120	2007	612	13118	4643	2605	2236	1945	1714	819	2347	6385	11983	2853	848	3549	684
	'47	1380	662	817	14247	1492	3031	576	1165	3416	2092	696	13616	5267	2905	2428	2162	1908	867	2485	7803	11985	2948	810	3667	688
	'46	811	441	477	9502	940	1907	377	639	2203	1327	461	7890	3008	1660	1505	1301	1197	578	1651	4819	6066	1831	500	2322	404
	'45-'42	545	357	281	5036	614	1165	176	278	1327	788	269	3929	1706	822	852	723	824	410	751	2505	3122	1041	341	1320	180
	'41	1944	1312	1137	26148	2452	4819	796	1313	5228	2866	992	16063	7098	3450	3392	2896	2653	1486	3357	11050	11923	4102	1135	5555	931
	'40	1335	831	772	21980	1697	3387	596	701	3403	2016	679	11075	5109	2510	2367	2192	1580	1221	2520	7821	7944	2924	793	4199	659
	'39	902	642	535	14651	1210	2377	402	355	2080	1332	461	6661	2932	1849	1658	1455	1086	818	1699	5763	4351	2049	486	2605	441
	'38	501	407	307	10301	863	1563	244	188	1608	829	338	4260	2085	1240	1063	892	714	586	1042	3592	2366	1498	315	1849	290
	'37	848	766	541	19274	1758	2913	496	365	2382	1263	623	9018	4662	2369	1907	1730	934	1037	2108	6505	6585	2852	464	3447	515
	'36	513	605	384	17267	1331	2180	370	294	1766	890	444	6451	3095	2023	1437	1227	710	868	1548	5674	4445	2376	268	2806	379
	'35	213	321	190	11103	467	1055	170	95	685	357	230	2798	1853	1092	887	604	254	413	717	2341	1847	1492	115	1408	196
	'34	65	131	60	3326	253	432	57	25	229	115	91	828	501	342	317	188	96	153	240	813	633	483	47	582	74
	Prior to '34	55	94	54	3432	245	353	50	31	211	90	101	927	523	437	272	144	86	229	221	539	671	738	46	602	74
	Year Not Given	11	40	105	25	18	85	25	656	65	161	42	249	17	18	21	19	108	3	109	22	1040	13	36	121	1
Packard	**July 1, Total**	**4713**	**3660**	**2767**	**77009**	**5938**	**15542**	**1691**	**4389**	**15777**	**8045**	**2167**	**46042**	**14801**	**8679**	**6699**	**6605**	**6023**	**3644**	**11450**	**24733**	**29969**	**12465**	**2554**	**13192**	**2295**
	'50	458	191	245	2763	552	938	126	415	1079	758	261	3925	1710	1059	996	527	647	200	859	1068	2763	1787	207	935	206
	'49	730	310	596	4855	832	1217	212	605	1954	1147	384	7451	2674	1711	1320	1076	1146	392	1430	2139	4837	2029	498	1908	480
	'48	450	417	391	7567	613	1439	205	644	1722	921	277	6266	2101	1404	919	770	820	523	1385	2375	5142	1303	377	1435	344
	'47	279	193	169	4677	321	773	96	353	908	518	150	2786	954	526	386	373	370	221	658	1345	2587	660	172	719	158
	'46	234	177	146	3633	276	617	81	296	799	405	83	2157	707	389	301	343	333	157	549	1051	1421	526	160	613	107
	'45-'42	285	201	110	2961	241	606	64	170	813	443	74	1861	521	275	219	279	338	125	436	1117	1183	418	121	546	67
	'41	553	405	220	8603	615	1554	166	411	1899	769	187	3974	1233	595	487	605	564	309	1123	2666	2384	913	226	1338	166
	'40	615	532	293	9313	720	2259	231	424	2162	995	260	5647	1656	693	634	760	667	425	1565	3369	3285	1244	285	1655	215
	'39	261	221	130	6801	311	970	95	187	973	449	84	3430	610	320	254	331	290	218	641	1675	1059	591	115	775	70
	'38	207	256	122	5789	329	1127	88	130	900	350	90	2195	583	407	303	319	230	190	594	1699	925	711	91	784	107
	'37	449	449	209	8921	643	2373	198	265	1558	792	193	4047	1196	760	546	773	375	548	1339	3776	2752	1254	494	1526	242
	'36	100	166	60	5835	257	942	68	111	635	211	73	1353	554	308	202	248	124	176	458	1430	683	548	62	572	71

(Continued on Page 70)

by Makes, States and Model Years

(Continued from Page 67)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All States
Kaiser July 1, Total	**2994**	**273**	**770**	**7701**	**1358**	**20511**	**4444**	**1485**	**16537**	**2660**	**3369**	**17877**	**1066**	**1511**	**2188**	**3187**	**10122**	**1354**	**646**	**4526**	**4333**	**2321**	**6706**	**779**	**250530**
'50	219	9	161	734	174	2112	405	97	2082	132	401	2897	120	57	285	256	741	173	89	415	1174	161	283	44	26240
'49	832	43	197	1787	344	6468	1200	618	5139	492	895	6003	319	418	676	880	2762	435	212	1010	1010	594	2363	248	71756
'48	1239	108	202	3104	463	6911	1528	458	5527	1187	1233	5234	313	494	730	1137	3726	418	180	1866	1158	909	2732	285	89119
'47	682	112	207	2030	353	4912	1204	308	3722	780	834	3612	310	516	483	835	2794	273	158	1164	975	620	1304	198	60745
Year Not Given	22	1	3	46	24	108	107	4	67	69	6	131	4	26	14	79	99	55	7	71	16	37	24	4	2670
LaSalle July 1, Total	**248**	**211**	**305**	**4893**	**233**	**11391**	**906**	**85**	**4781**	**772**	**993**	**5678**	**637**	**341**	**149**	**690**	**2221**	**327**	**300**	**880**	**1277**	**613**	**1522**	**123**	**84641**
'40	42	54	61	1236	60	2719	234	16	1248	165	199	1462	135	79	39	189	644	81	56	219	263	177	359	32	19873
'39	54	47	67	1077	60	2511	244	14	1020	188	235	1211	142	83	35	191	535	67	46	217	262	129	276	26	18400
'38	36	27	46	616	17	1535	133	10	603	114	119	647	98	53	15	78	360	57	54	119	164	64	183	18	10930
'37	63	44	66	1188	47	2832	197	26	1223	168	255	1453	145	76	36	150	412	53	79	214	352	139	412	29	20276
'36	20	19	28	335	16	780	51	5	327	63	101	408	54	24	8	41	137	30	26	57	98	54	136	9	6604
'35	11	7	15	154	8	382	28	7	157	34	40	227	19	6	8	17	56	18	15	31	68	31	66	3	3500
'34	6	4	4	63	7	164	6	2	60	13	13	66	5	2	5	2	12	8	3	9	29	16	43	2	1271
Prior to '34	8	9	16	204	9	394	12	5	121	22	31	184	34	7	3	13	24	11	21	12	41	3	38	3	3085
Year Not Given	8		2	20	9	74	1		22	5		20	5	11		9	41	2		2			9	1	702
Lincoln July 1, Total	**1647**	**677**	**604**	**7964**	**1058**	**19298**	**3262**	**537**	**10168**	**3065**	**3164**	**12289**	**1207**	**1566**	**760**	**2374**	**11465**	**1079**	**368**	**3049**	**3435**	**1384**	**3239**	**689**	**206283**
'50	156	48	46	396	89	1121	237	29	598	204	160	864	58	135	52	126	723	54	15	264	275	82	60	38	12208
'49	528	192	116	2455	379	5646	1267	212	3498	583	891	4407	353	546	332	791	4543	311	91	758	873	429	1119	220	61077
'48	54	25	63	410	42	883	102	17	353	359	81	406	55	52	20	102	447	24	18	449	121	50	99	38	10783
'47	88	54	70	901	65	2198	226	25	942	219	211	1106	134	152	43	189	952	75	31	292	253	98	253	38	18804
'46	102	28	34	634	60	1518	181	25	751	205	147	817	82	102	25	175	723	50	20	174	210	68	193	21	13155
'45-'42	30	22	14	217	38	381	84	11	255	77	90	290	33	42	12	103	405	32	5	43	76	38	69	17	5381
'41	132	67	59	728	90	1669	295	39	902	304	345	1093	105	142	60	240	957	101	47	234	284	126	282	79	18172
'40	155	71	57	640	95	1518	260	38	837	303	265	900	127	109	56	167	888	127	39	245	269	127	299	58	18651
'39	116	49	47	475	57	1248	230	34	640	271	291	743	84	95	53	211	731	109	35	216	296	120	248	55	14962
'38	102	37	33	358	45	928	153	32	447	184	205	508	68	74	30	93	407	53	27	153	249	84	181	34	10660
'37	125	64	44	424	59	1360	158	46	647	232	315	740	72	83	58	124	470	93	24	143	321	114	288	51	13937
'36	41	17	15	182	35	515	51	21	195	96	130	269	19	22	15	27	169	44	11	58	173	38	122	30	5662
'35	2	2		23		59	6	2	14	6	8	17	5	2	1	4	10			7	1	2	1	1	462
'34	1		2	21	1	52	2	1	17	1	3	28	1			3	4	4			5	2	6		372
Prior to '34	9	1	3	76	2	178	8	5	67	10	22	83	10	8	3	5	19	2	4	8	29	6	14	5	1473
Year Not Given	6		1	24	1	24	2		5	11		18	1	2		14	17		1	5			5	4	524
Mercury July 1, Total	**9576**	**1698**	**2381**	**27477**	**5156**	**63669**	**20229**	**4112**	**48616**	**15966**	**10917**	**47586**	**4078**	**10352**	**5573**	**12425**	**62739**	**4848**	**1350**	**14597**	**13393**	**6004**	**15586**	**2523**	**868395**
'50	1858	303	415	5709	1275	13433	3456	424	8130	2793	1719	10029	655	1647	998	2099	14064	727	172	2279	2645	934	1121	349	159204
'49	2921	582	616	9056	1590	21252	6097	1411	16525	3537	3878	16973	1315	2640	1791	3596	20003	1461	450	3803	3808	1823	4963	807	263156
'48	432	100	259	1457	258	3410	980	222	2791	1978	440	2632	297	453	298	760	3380	215	63	2137	636	334	1314	141	58072
'47	805	188	227	2823	333	6159	1648	399	4930	1430	956	4550	387	853	430	1059	4669	434	115	1615	1190	628	1429	225	82068
'46	842	116	169	2521	389	5420	1983	454	3982	1349	823	3696	379	999	562	1217	4917	460	96	1252	1341	652	1575	236	75015
'45-'42	229	39	58	452	139	960	580	117	983	464	238	776	82	359	147	365	1857	154	33	237	342	166	482	70	19851
'41	951	156	229	2163	534	4579	2342	450	4604	1797	1168	3586	349	1394	520	1424	6526	583	158	1300	1384	591	1791	282	83425
'40	860	134	223	1887	380	4642	1838	359	3961	1405	949	2995	356	1161	490	1102	4526	511	154	1080	1156	464	1649	230	72398
'39	624	78	179	1347	244	3643	1295	270	2631	1071	739	2315	244	829	329	707	2603	293	106	813	875	412	1231	172	51597
Year Not Given	54	2	6	62	23	171	10	6	79	142	7	34	14	17	8	96	194	10	3	81	16		31	11	3609
Nash July 1, Total	**6016**	**1110**	**3243**	**28334**	**2924**	**73572**	**9150**	**3196**	**52700**	**8990**	**13683**	**62698**	**5219**	**5160**	**4071**	**9866**	**28344**	**4801**	**1992**	**10292**	**18443**	**6807**	**42369**	**2056**	**826310**
'50	932	164	448	3344	540	10147	1509	332	6352	1181	1499	8939	627	982	721	1501	4714	770	256	1242	2971	767	2256	300	111834
'49	889	182	512	3612	603	10908	1547	621	7377	1555	1744	9296	607	1032	639	1371	5337	720	414	1979	2302	933	5622	396	120867
'48	664	114	385	3370	341	9533	1308	365	6465	1193	1198	7894	639	764	367	1278	3885	500	208	1634	1972	896	4056	254	98069
'47	561	91	338	3117	308	8693	1231	293	5808	1100	1156	7009	617	658	357	1142	3585	506	169	1693	1572	803	3614	190	90086
'46	556	72	270	2956	269	8162	1146	313	5677	956	804	6124	572	548	395	1123	3426	465	173	1445	1676	806	3015	164	82627
'45-'42	227	49	65	719	94	1699	313	175	1774	315	604	1649	185	203	189	476	1171	179	41	215	786	230	1442	62	27060
'41	469	87	200	2685	245	5555	649	325	5787	700	1763	5329	530	281	385	988	2002	392	116	577	2350	581	4681	157	74632
'40	352	71	166	1985	146	3762	415	172	4039	585	1099	4154	329	237	261	552	1511	301	116	402	1269	465	3275	134	52941
'39	267	44	165	1443	90	3154	298	142	2484	420	808	2829	334	150	181	380	877	197	98	251	756	286	2472	94	38816
'38	210	42	103	1265	69	2549	211	115	1317	246	616	1752	166	83	116	278	485	166	66	209	609	173	2132	74	25536
'37	347	97	247	2050	102	4288	241	142	3359	338	1223	4366	343	114	201	435	743	251	152	315	1175	398	5721	112	51677
'36	251	53	149	775	58	2241	121	74	1215	209	761	1687	133	52	126	181	341	192	75	157	529	268	1923	73	23899
'35	80	15	53	225	14	574	30	30	279	67	134	383	31	6	29	39	69	68	15	65	143	52	921	17	8457
'34	36	14	49	258	6	694	23	14	244	26	99	404	41	13	18	22	30	41	13	42	80	55	368	7	5268
Prior to '34	164	15	93	509	28	1574	47	82	493	87	168	851	55	34	85	61	149	52	79	59	253	90	827	21	13077
Year Not Given	11			21	11	39	1	1	30	12	7	32	10	3	1	39	19	1	1	7		4	44	1	1464
Oldmob'e July 1, Total	**13573**	**2442**	**7598**	**79455**	**6479**	**210401**	**27168**	**5050**	**123305**	**22889**	**24609**	**135590**	**14848**	**12924**	**7135**	**21463**	**75756**	**9444**	**5120**	**26714**	**38668**	**15528**	**51170**	**3908**	**1913371**
'50	1665	246	588	5198	858	18268	2838	478	9268	2045	2251	12383	903	1511	755	2451	8930	823	342	2954	3805	984	1421	298	163610
'49	1943	384	833	9410	883	28500	4587	898	17171	3098	3230	19734	1888	2297	1098	3352	12570	1091	743	4701	4457	1217	6146	594	265152
'48	1122	193	532	5849	516	18347	2283	534	10791	1811	1770	11608	1063	1121	644	1875	6946	626	341	2498	2721	1247	4183	347	161048
'47	1278	173	596	7056	525	20517	2636	478	12202	1892	2017	12859	1002	1275	662	1972	7211	725	413	2696	2902	1452	4546	366	176565
'46	639	110	396	4670	343	12450	1668	304	6980	1204	1298	8256	879	773	396	1187	4463	485	256	1617	1970	932	2891	211	108198
'45-'42	368	92	220	2290	239	6100	985	178	4156	629	834	3698	489	459	205	722	3236	337	149	570	1244	526	1637	137	58858
'41	1501	312	883	10596	865	24980	3791	532	16793	2878	3415	16401	2060	1836	791	3009	10346	1325	613	3533	5455	2173	6970	497	245653
'40	1011	226	724	7940	626	18405	2541	371	11705	2267	2442	12699	1608	1250	638	1891	6849	1064	530	2468	3468	1673	4894	312	177913
'39	788	125	631	5735	392	12567	1588	275	7060	1576	1509	8409	1067	695	466	1279	4019	640	379	1546	2336	1063	3086	293	116324
'38	498	96	431	3846	269	9227	938	178	4200	1059	1035	4961	682	349	235	808	2655	414	248	807	1785	691	2140	151	76644
'37	1002	169	662	6875	442	16028	1638	309	9631	1886	1949	10789	1486	617	446	1327	4275	757	378	1433	3522	1404	5014	302	147703
'36	886	170	632	5673	267	13905	984	208	7834	1297	1644	7601	1077	390	376	892	2582	664	364	1027	2730	1233	4248	213	116348
'35	490	89	258	2479	152	5923	463	164	3161	847	719	3381	422	217	226	381	1071	339	177	554	1206	532	2151	101	56406
'34	134	35	95	865	44	2460	151	67	1193	238	245	1233	119	74	56	104	290	86	84	148	560	239	773	40	19414
Prior to '34	227	32	116	922	40	2655	72	74	1076	140	249	1171	76	51	138	96	256	68	103	153	506	156	928	45	19575
Year Not Given	21		1	51	18	69	5	1	84	19	2	407	27	9	3	117	57			9	1	6	42	1	3960
Packard July 1, Total	**3937**	**1239**	**2452**	**30645**	**2130**	**75209**	**8942**	**1322**	**37720**	**6004**	**8423**	**56805**	**3968**	**4398**	**2112**	**7331**	**21209**	**2902**	**2087**	**10299**	**12220**	**6118**	**12087**	**1308**	**651716**
'50	485	113	111	1828	285	6011	996	243	3362	382	787	4678	268	373	440	629	2111	293	109	691	918	502	532	127	50949
'49	711	125	289	3253	346	9421	1645	377	5371	946	1170	7770	232	684	581	961	3223	337	275	1837	1373	655	1936	286	85737
'48	501	166	271	3428	244	10351	1081	168	4435	837	1136	7317	335	483	280	799	3173	287	209	1304	1395	719	1583	182	80494
'47	274	77	174	1716	117	4742	543	96	2319	438	451	3216	246	239	101	542	1380	167	121	672	650	390	628	72	39724
'46	182	64	134	1487	106	3688	472	59	1931	349	378	2650	182	234	82	369	1187	136	116	547	552	277	512	65	31320
'45-'42	131	56	96	1172	89	2613	340	26	1713	224	345	2120	182	197	34	413	1092	126	84	247	514	222	469	49	26008
'41	277	140	276	2996	223	6362	796	55	3537	550	810	5530	447	461	78	796	2152	277	191	1104	1445	573	1094	92	62227
'40	389	146	315	4234	208	8938	976	94	4668	654	964	7491	490	538	109	1015	2650	371	305	1173	1599	809	1398	140	79578
'39	174	63	147	1991	86	4007	473	30	1826	380	413	2847	313	287	69	460	1077	143	116	709	648	377	647	61	38205
'38	204	77	132	1918	115	4396	427	48	1794	319	439	2702	296	223	79	334	914	185	111	512	663	401	695	53	35563
'37	336	109	316	3968	189	8600	806	66	4334	536	844	6402	638	477	148	676	1515	328	255	840	1447	771	1419	112	70510
'36	163	62	92	1332	70	3464	250	27	1471	218	396	2305	193	131	56	198	434	147	103	411	559	275	750	40	28394

(Continued on Page 71)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

Cars in Operation in the United States

(Continued from Page 68)

		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	District of Columbia	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana
	'35	45	52	24	2515	104	278	26	32	155	85	17	422	167	127	95	115	37	73	174	475	205	223	20	187	50
	'34	10	13	2	382	13	95	7	17	49	21	3	92	29	22	10	22	9	16	45	128	52	54	2	28	1
	Prior to '34	35	65	20	2389	102	308	21	51	126	58	30	353	101	73	22	63	28	71	151	412	160	201	14	126	11
	Year Not Given	2	12	30	5	9	46	7	278	45	123	1	83	5	10	5	1	45		43	8	531	3	10	45	
Plymouth	**July 1, Total**	**44833**	**20138**	**26517**	**381114**	**40511**	**68225**	**9432**	**23011**	**78685**	**59206**	**17499**	**260150**	**132995**	**86606**	**61486**	**60498**	**51260**	**22283**	**66007**	**136503**	**186913**	**102596**	**28237**	**108201**	**15575**
	'50	1938	463	1253	7680	1375	2135	350	1370	2305	2515	576	10191	4410	4129	1835	1654	2403	829	2444	5388	10841	4038	1210	2808	355
	'49	6459	2099	4327	33214	4900	6997	1245	4047	10879	8118	2256	39819	16271	12167	8019	7551	7761	2641	8701	15478	29953	12965	4441	12960	2313
	'48	4205	1355	2565	24136	2903	3988	717	2870	6170	5860	1318	23641	9119	7129	4964	4660	5591	1747	5018	10038	16870	7584	3516	8474	1358
	'47	3702	1434	2236	24542	2993	4089	717	2709	6202	4488	1327	22337	9447	7316	4869	4621	4609	1623	5019	9913	15911	7325	2784	7588	1392
	'46	3207	968	1818	15810	2106	3049	490	1438	4699	3782	886	16092	6704	4622	3303	3583	3290	1150	3432	7142	10623	6405	2085	5806	879
	'45-'42	1748	824	890	7327	1076	1753	245	676	2736	2345	538	7118	4040	2300	1708	1875	1979	665	1718	3874	5394	2926	1033	2649	439
	'41	5813	2519	2802	40744	4144	8351	1113	2513	10848	7949	1728	29046	16725	8405	6350	6799	6489	2466	7788	17168	23402	9438	3082	11219	1580
	'40	4082	2046	1887	40092	3120	6837	859	1627	7674	5469	1549	21602	12985	6573	4801	5073	4227	1906	6007	13681	15627	8285	2091	9593	1302
	'39	3575	1625	1750	30722	3142	6747	782	1347	6856	4609	1296	20797	9628	6978	4561	4783	3807	1825	5478	13388	13254	8145	1869	9213	1100
	'38	1871	975	1127	21834	1947	3886	557	652	3786	2282	813	11974	7344	4586	3355	3152	2318	1306	3894	7707	5748	5975	1055	5990	714
	'37	3402	2137	2172	37464	4518	7853	914	937	6259	4329	1713	23044	13124	7530	6178	6198	3441	2205	6404	13113	16732	10175	1908	10590	1218
	'36	2105	1566	1417	36935	3864	5887	698	615	4623	3224	1748	17641	10873	6689	5050	4482	2400	1600	4885	10400	9965	8619	1513	8160	1319
	'35	1221	850	823	25509	1832	2653	292	233	2154	1648	850	7709	5764	4123	2952	2460	1081	866	2046	4150	4331	5047	684	4756	847
	'34	745	601	532	14942	1084	1761	199	102	1466	1117	447	3997	3156	1887	1667	1658	798	590	1388	2566	2242	2149	469	3390	375
	Prior to '34	722	537	599	20136	1464	2047	226	109	1833	1057	441	4710	3336	2156	1836	1906	703	855	1586	2462	2263	3488	383	4735	380
	Year Not Given	38	139	319	27	43	192	28	1766	199	414	13	432	69	16	38	43	363	9	199	35	3757	32	114	270	4
Pontiac	**July 1, Total**	**19331**	**9351**	**12215**	**225327**	**19569**	**43771**	**6842**	**11802**	**37735**	**27407**	**8143**	**145953**	**65691**	**40100**	**32331**	**26001**	**24815**	**15667**	**32554**	**79454**	**136899**	**45952**	**13071**	**47067**	**6552**
	'50	2353	678	1283	15409	1836	3244	624	1711	3930	3640	870	14323	6819	4811	3350	1887	3242	979	2961	6667	18184	5117	1469	4620	604
	'49	2871	1002	1845	24239	2216	4580	848	1609	4899	4638	1345	19884	8103	5473	4124	3415	4510	1567	4033	9225	19379	5641	2282	5555	1285
	'48	1941	893	1418	17323	1766	3841	684	1297	3780	3108	893	16110	6573	4222	3199	2561	2798	1395	3253	7521	15462	4619	1703	4388	814
	'47	1692	832	1136	16619	1722	3868	651	1320	3222	2506	751	15149	6140	3659	2994	2485	2448	1431	3093	7556	14223	4071	1260	3818	580
	'46	1105	531	698	10945	1033	2521	383	767	2074	1576	434	8879	3694	1948	1666	1624	1373	874	1821	4399	8105	1916	255	2335	354
	'45-'42	858	398	449	5478	758	1407	266	297	1485	1202	298	4438	2148	1114	1072	1017	1130	497	1271	2550	4564	1352	616	1342	271
	'41	2914	1484	1604	30859	2756	6255	944	1516	5594	3599	998	18553	9087	4117	4013	3653	3622	2231	4490	11271	18526	5085	1820	5987	702
	'40	1524	850	958	25614	1724	4571	651	1046	3205	2127	656	12949	5780	2989	2400	2389	1711	1478	3093	7320	10751	3495	890	4124	395
	'39	1090	514	639	17336	1083	3141	410	512	1998	1321	300	7951	2990	2290	1631	1512	1187	1113	1953	5287	5832	2437	622	2830	245
	'38	654	339	369	10298	680	1594	246	241	1827	677	243	5098	1987	1606	1284	950	695	792	1175	2807	3118	1695	371	1836	175
	'37	1233	751	791	20553	1654	4021	554	409	2621	1406	599	11954	5930	3428	2812	2134	921	1366	2638	6754	9628	4248	548	4226	475
	'36	608	515	498	15382	1069	2209	280	169	1459	727	410	5546	3341	2059	1745	1249	590	870	1333	4231	4252	2682	364	2773	256
	'35	237	271	217	7971	674	972	116	65	732	309	203	2359	1648	1095	891	534	214	358	554	1658	1626	1602	156	1295	191
	'34	77	77	49	1939	192	430	55	25	282	143	56	784	409	306	274	187	84	181	264	781	501	387	65	499	46
	Prior to '34	151	146	112	5333	388	1007	109	72	545	213	78	1693	1020	977	850	383	159	532	523	1407	1289	1591	97	1314	157
	Year Not Given	23	70	149	29	18	110	21	746	82	215	9	283	22	6	26	21	131	3	97	20	1459	14	53	125	2
Studebaker	**July 1, Total**	**11071**	**6972**	**5472**	**150522**	**10326**	**17102**	**3575**	**5823**	**20419**	**14608**	**7480**	**71220**	**54292**	**22349**	**14724**	**10966**	**15534**	**4929**	**15674**	**30329**	**39634**	**29152**	**5823**	**22131**	**5916**
	'50	2767	1276	1381	18231	1596	2911	649	1129	3659	3371	1411	14106	12360	4237	2920	2064	4161	827	2849	6427	9814	5917	1544	3783	1029
	'49	1329	811	814	17194	901	1848	391	705	2422	1805	1016	7557	5137	2107	1528	1438	2083	523	1706	3075	4523	2735	862	2200	730
	'48	1563	1211	813	16982	1223	2419	530	933	2988	2307	1034	10678	8825	3054	2219	1726	2189	684	2318	4200	6207	3750	980	2952	912
	'47	1235	835	511	12309	1304	2031	422	712	2714	1776	809	9647	7234	2921	2045	1317	1757	556	1849	3231	5370	3265	676	2666	708
	'46	295	94	85	7446	156	297	57	86	378	251	97	1168	654	361	221	189	272	86	250	525	677	403	109	352	93
	'45-'42	503	238	216	4173	463	575	118	776	873	692	316	2859	1862	908	564	425	797	178	518	1029	1522	1173	237	845	262
	'41	1258	685	489	15257	1695	1740	379	596	2372	1494	845	7467	5413	2453	1396	1119	1601	477	1663	3151	3872	3066	488	2557	608
	'40	1125	508	420	13568	967	1325	272	369	1792	1062	604	5563	3993	1825	1008	825	1085	337	1192	2161	2576	2375	402	2249	494
	'39	425	363	250	11805	627	974	246	262	1186	610	381	3942	2717	1229	701	571	517	285	1082	1969	1688	1674	192	1505	349
	'38	123	170	94	5916	336	560	107	148	473	256	181	1828	1206	657	394	279	239	174	473	933	565	906	67	528	155
	'37	238	302	165	7929	678	1129	218	162	784	427	381	3405	2487	1156	723	493	346	343	957	1867	1278	1617	114	1093	243
	'36	90	176	64	7519	352	463	72	53	321	186	187	1375	1308	594	374	211	178	142	313	767	449	814	42	544	139
	'35	40	76	30	3315	177	210	32	21	150	110	106	613	492	324	219	110	102	93	145	382	193	462	24	311	83
	'34	27	66	24	2296	103	225	21	15	94	44	39	273	178	167	139	65	46	57	95	227	158	312	13	177	46
	Prior to '34	44	127	45	6560	236	335	50	36	170	106	66	629	408	353	262	127	93	163	218	377	343	672	41	325	64
	Year Not Given	9	34	71	22	12	60	11	420	43	111	7	110	18	3	11	7	68	4	46	8	399	11	32	44	1
Willys	**July 1, Total**	**3873**	**1319**	**3242**	**28819**	**1577**	**3968**	**358**	**723**	**9796**	**2882**	**2087**	**14698**	**6620**	**5209**	**3289**	**7984**	**2398**	**839**	**3680**	**5955**	**9725**	**2680**	**2635**	**8408**	**534**
	'50	111	74	175	757	146	462	27	64	761	214	189	938	507	240	128	288	119	86	273	571	541	47	126	933	15
	'49	252	127	556	897	89	476	46	113	1360	473	337	2015	819	518	351	1108	299	57	470	734	1009	158	369	973	77
	'48	555	145	863	1037	129	700	54	102	1629	386	486	3096	962	1067	594	2548	352	31	550	810	1711	203	572	1596	60
	'47	566	137	587	934	71	439	40	123	1499	340	326	2448	757	1044	445	1682	295	20	410	718	1637	102	529	1486	29
	'46	356	45	349	697	57	514	43	59	925	85	134	1898	492	537	328	853	136	7	434	683	1514	45	324	935	4
	'45-'42	611	107	172	1456	84	185	19	46	737	211	160	608	289	199	199	487	230	30	202	420	545	84	300	416	47
	'41	498	108	114	3222	167	178	34	51	569	334	117	775	528	275	164	210	187	126	350	474	725	185	110	347	61
	'40	393	119	130	3133	195	259	32	25	719	281	113	860	584	294	224	235	259	150	324	495	626	236	116	323	59
	'39	110	37	26	1966	77	118	10	17	288	78	30	277	227	87	68	88	80	80	103	188	172	185	36	175	16
	'38	106	63	48	1557	67	121	10	10	318	123	41	381	260	143	158	112	152	43	117	214	200	236	36	219	28
	'37	175	207	118	6351	288	363	27	17	516	180	89	862	799	355	286	228	141	98	269	476	611	515	58	550	79
	'36	52	55	23	2165	42	28	1	1	144	46	18	42	64	24	20	23	36	5	12	21	61	32	16	30	11
	'35	16	36	12	1649	9	9			45	23	7	30	48	6	10	13	20	6	4	9	16	11	6	12	12
	'34	18	9	3	714	2	13			59	30	2	17	12	5	7	4	13	2	3	5	5	2	1	6	1
	Prior to '34	41	43	30	2277	154	87	14	5	173	63	36	416	266	404	297	99	56	95	139	126	213	637	17	371	35
	Year Not Given	13	7	36	7		16	1	90	54	15	2	35	6	11	10	6	23	3	20	11	139	2	19	36	
Misc.	**July 1, Total**	**513**	**524**	**1363**	**16229**	**1209**	**3038**	**631**	**1011**	**2812**	**3329**	**639**	**7249**	**2066**	**1507**	**983**	**976**	**950**	**749**	**2243**	**4766**	**7453**	**2015**	**1000**	**4569**	**278**
	'50	28	24	99	1353	30	270	37	113	245	338	73	247	68	36	30	20	61	22	132	400	389	92	22	107	7
	'49	38	37	185	1408	83	317	79	116	457	471	82	1476	172	82	143	82	179	107	277	687	955	75	109	260	19
	'48	52	46	135	2049	121	761	184	258	440	266	122	2435	356	68	68	110	161	123	643	908	1096	443	120	249	25
	'47	34	18	98	408	50	101	22	107	123	200	16	179	80	30	23	46	46	33	85	204	361	21	52	90	6
	'46	28	6	62	230	38	66	14	23	128	188	17	126	57	42	13	36	45	16	48	154	223	26	31	66	2
	'45-'42	24	10	44	132	53	34	12	2	71	107	6	68	38	10	15	24	20	20	43	109	152	22	20	43	
	'41	31	19	125	152	77	122	14	6	107	391	27	192	88	55	58	82	74	24	52	152	510	83	60	116	5
	'40	34	13	94	224	37	106	10	11	119	258	22	114	84	45	25	50	50	22	39	173	376	35	47	105	3
	'39	21	20	86	373	44	74	12	4	147	171	18	193	133	66	29	58	29	19	46	132	270	39	28	68	4
	'38	10	22	48	284	22	71	9	7	74	84	17	103	63	40	17	33	12	22	30	119	134	15	15	61	2
	'37	16	34	63	460	42	102	15	14	84	151	35	214	82	70	36	43	30	15	51	174	411	35	23	117	7
	'36	7	36	59	610	50	92	18	5	88	129	21	245	107	89	52	54	28	28	69	190	378	86	24	127	15
	'35	18	25	38	539	45	83	16	4	99	66	12	172	90	53	35	33	21	12	56	129	160	74	14	87	5
	'34	15	13	24	470	35	71	12	6	57	55	11	86	43	26	30	15	11	24	45	100	100	41	19	66	7
	Prior to '34	61	161	108	6739	404	648	137	42	420	286	144	1055	518	676	380	218	117	244	484	748	896	920	98	764	147
	Year Not Given	96	40	95	798	78	120	40	293	153	168	16	344	87	119	29	72	66	18	143	387	1042	8	318	2243	24

by Makes, States and Model Years

(Continued from Page 69)

N. B.—Since some makes still in registration are no longer produced, and other makes, still being produced and registered, were not in production during the earlier years covered in this tabulation, the model years shown under each make of car will vary.

	Nebraska	Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	West Virginia	Wisconsin	Wyoming	Total All Stars
'35	57	13	61	509	25	1256	83	17	450	112	142	892	60	35	25	49	134	61	47	148	211	86	243	14	10433
'34	2	4	8	191	3	317	12	5	87	15	24	186	24	5	1	15	25	6	12	22	32	14	31	8	2171
Prior to '34	41	24	29	587	21	1004	42	11	402	40	119	622	59	37	29	40	124	38	33	81	214	46	141	6	8781
Year Not Given	10		1	35	3	39			20	4	5	77	3	14		35	18			1		1	9		1622
Plymouth July 1, Total	**42338**	**5434**	**14123**	**147580**	**14579**	**365045**	**75469**	**17904**	**279979**	**50568**	**54318**	**321886**	**28179**	**35679**	**20415**	**63208**	**183614**	**19367**	**9988**	**77393**	**78336**	**47915**	**98367**	**9411**	**4149576**
'50	1733	152	635	5050	1074	12502	2369	673	10567	1924	1302	12268	771	1134	1045	2898	6792	684	390	2837	4036	985	1476	289	148081
'49	5910	710	1557	17807	2035	46272	9831	2931	34385	6814	6347	44164	2935	4623	2875	8416	29177	2204	1116	11169	8697	3919	11046	1457	531978
'48	3687	491	1142	10425	1125	26603	5871	2104	20210	4912	3593	24861	1750	2853	2127	5391	18328	1348	734	7356	5142	3626	7232	901	327518
'47	4064	456	1002	10952	1237	26935	6397	1897	20534	4184	3537	24479	1813	2769	2258	4977	17736	1375	703	6952	4778	3798	7200	848	320074
'46	2538	301	769	7559	920	19307	4766	1270	14321	3337	2344	16640	1284	2063	1341	3895	12815	949	502	4885	3100	2815	4944	588	226622
'45-'42	1187	192	291	3989	537	9610	3005	653	8840	1302	1619	8012	741	1447	592	2294	6909	774	237	1637	2368	1407	2522	273	118310
'41	3948	640	1499	17955	1699	42111	10673	1952	35864	4875	6345	36798	3476	5100	1871	8053	22322	2238	1030	9852	9334	5627	9923	987	482653
'40	2895	476	1318	14072	1193	34044	6781	1357	28308	4025	5017	29074	2738	3424	1556	5220	14719	1816	846	7729	6795	4123	8579	703	375803
'39	2985	391	1288	13533	993	33821	6664	1021	23966	3517	4092	25615	2985	3230	1430	4775	13431	1607	809	5841	5766	3670	8149	677	337532
'38	2065	222	796	8975	667	22433	3595	740	11997	[illegible]	2466	15704	1443	1570	1030	2908	8516	951	610	4090	3759	2420	5816	383	210931
'37	3514	486	1332	14820	1158	34399	5959	1129	28235	4482	5950	32085	3193	2983	1515	5617	13236	1945	964	5194	8563	5186	10967	764	387234
'36	3467	414	1116	10965	890	27360	4114	792	19053	3604	4874	25470	2496	1985	1248	3663	9086	1695	862	4456	6895	4571	8962	738	305054
'35	2001	225	573	4676	489	11621	2378	717	9749	2208	2911	10699	1126	1068	795	2137	4839	884	473	2583	3801	2369	5512	372	159087
'34	953	138	386	3100	270	7656	1724	257	6942	1300	1756	7437	716	704	301	1404	2761	488	314	1445	2212	1765	2640	207	96204
Prior to '34	1293	137	415	3584	253	10221	1331	405	6943	1110	2159	8373	694	713	416	1300	2830	402	397	1334	3085	1629	3334	219	112547
Year Not Given	98	3	4	118	39	151	11	6	155	47	6	207	18	13	15	260	117	7	1	33	5	5	65	5	9948
Pontiac July 1, Total	**19869**	**3041**	**8778**	**108632**	**7229**	**230210**	**41928**	**7102**	**151108**	**30163**	**29930**	**149332**	**14485**	**19215**	**8449**	**28356**	**88780**	**10954**	**6374**	**35443**	**38322**	**17690**	**52534**	**4267**	**2245791**
'50	2723	310	872	8176	1197	20404	4306	741	12799	2696	2569	14872	976	1951	1081	3491	11226	1041	511	3527	4291	1437	2017	412	214237
'49	2814	446	1113	13445	1066	31598	5425	1221	18348	3999	3204	18960	1381	2297	1293	3906	13563	1469	763	5104	3837	1359	5698	712	287589
'48	2197	329	788	1053	783	23699	4270	1020	15141	2879	2631	15482	1241	2056	1107	3216	10396	1113	585	3778	3343	1712	4839	480	225182
'47	1949	291	772	10136	672	22245	4484	828	14905	2724	2739	14311	1351	2009	968	2770	9785	965	631	3700	3412	1720	4451	404	211448
'46	1013	182	488	6200	396	13304	2817	473	8940	1669	1683	8059	829	1333	575	1723	5514	570	401	2307	2188	1156	2688	258	126576
'45-'42	627	109	237	3289	301	6080	2076	252	4944	932	1184	4323	534	1014	241	1084	3920	447	227	854	1561	759	1656	172	73111
'41	2107	418	1063	14967	934	28136	6809	733	22097	3965	4562	19658	2354	3446	836	4157	12585	1706	790	4863	5642	2564	7020	484	303576
'40	1400	263	773	11090	562	20499	3898	398	14128	2674	3069	14010	1347	1594	486	2228	6509	1061	603	3480	3553	1741	4914	328	203298
'39	911	136	606	7481	334	14183	2272	253	8343	1897	1571	8444	1045	1000	325	1489	3796	508	362	2193	2020	1008	3050	171	129622
'38	596	82	331	4823	158	9463	1328	196	4937	1209	1080	4980	524	513	253	859	2600	381	237	1098	1350	603	2205	113	80676
'37	1365	211	733	8900	370	18014	2167	369	13785	2470	2640	13212	1297	918	517	1585	4154	848	520	2041	3469	1575	5728	308	178850
'36	960	140	437	4697	218	10297	961	214	7006	1613	1692	6458	773	484	333	958	2364	459	316	1173	1908	1087	3712	209	103086
'35	521	72	204	2009	132	4769	552	179	2767	829	701	2677	327	297	210	396	1224	234	147	682	869	436	2054	141	48377
'34	151	21	85	928	26	2256	213	45	751	212	185	1246	160	92	55	135	357	52	79	190	255	173	624	26	16410
Prior to '34	495	29	276	1877	60	5186	345	177	2153	367	412	2521	315	195	164	215	715	97	200	442	620	354	1835	49	39245
Year Not Given	40	2		81	20	77	5	3	64	28	8	119	31	16	5	134	72	3	2	11	4	6	43		4508
Studebaker July 1, Total	**11067**	**2162**	**3363**	**36478**	**4665**	**85303**	**16922**	**4236**	**60995**	**12284**	**19590**	**89734**	**6070**	**7265**	**4870**	**14473**	**52562**	**8043**	**2183**	**17069**	**28330**	**9793**	**24668**	**2698**	**1111866**
'50	2308	390	528	6769	1443	16565	3744	864	11159	1842	2580	14301	1059	1631	984	3494	13027	1293	373	2502	4860	1226	2610	399	206370
'49	1037	252	514	3975	568	10059	2071	571	6003	1925	1827	8835	600	880	544	1742	5950	838	335	3556	2626	850	2682	367	124047
'48	1502	358	425	5305	615	13113	2912	665	8651	1641	2940	12012	889	1119	684	1983	7926	1027	396	2492	3750	1238	3354	401	158095
'47	1430	247	358	4425	574	10949	2284	582	7510	1603	2199	9441	739	886	626	1578	7425	797	257	1973	3791	1035	2809	347	130765
'46	184	33	67	586	60	1530	291	83	926	476	311	1338	108	129	97	244	872	86	28	708	380	161	364	48	23712
'45-'42	439	85	119	1110	160	2626	763	192	2436	426	1025	2784	246	279	182	658	2215	365	72	465	1254	498	935	102	40958
'41	1143	209	308	3800	380	7566	1986	411	6843	1194	2473	8716	667	755	502	1627	5047	984	190	1763	3455	1243	2904	329	116136
'40	741	172	277	2758	292	6008	1263	285	5646	982	1665	6172	458	650	444	1255	3337	753	137	1364	2415	1108	2256	239	88774
'39	533	122	211	2107	220	4689	770	170	3871	649	1154	5014	490	384	227	697	2265	646	119	897	1739	785	1905	124	65338
'38	269	54	104	1144	96	2328	205	85	1608	308	639	2563	187	96	120	261	1092	297	53	367	880	347	788	74	30733
'37	545	105	198	2325	115	4516	313	128	3147	530	1168	5318	381	201	177	485	1684	511	95	410	1679	664	1787	114	55131
'36	313	66	91	815	58	1819	113	60	1356	369	705	1689	98	102	83	177	755	241	36	239	1097	277	992	76	28360
'35	185	19	45	409	27	962	86	47	695	148	341	791	40	43	70	94	362	102	29	122	563	146	430	30	13606
'34	89	16	39	272	11	770	51	24	390	69	195	524	37	42	32	31	212	29	14	76	277	67	223	15	8412
Prior to '34	312	34	78	660	36	1738	68	69	713	113	363	1176	65	64	90	94	354	71	48	130	548	147	603	32	19456
Year Not Given	37		1	18	10	65	2		41	9	5	60	6	4	8	53	39	3	1	5	16	1	26	1	1973
Willys July 1, Total	**2122**	**336**	**946**	**8479**	**1500**	**21066**	**3108**	**1778**	**16646**	**2295**	**3330**	**17112**	**1117**	**1370**	**730**	**6196**	**13028**	**1001**	**582**	**4728**	**5861**	**2234**	**4429**	**1419**	**254511**
'50	124	53	118	760	236	1354	281	58	961	46	71	1092	79	111	64	433	993	84	91	142	494	89	112	133	15771
'49	299	37	147	1243	188	3059	631	166	1830	283	246	1946	120	271	116	840	1993	104	71	597	477	369	417	212	29345
'48	365	35	148	1003	274	3336	461	512	2550	267	311	2891	163	167	81	1321	2963	123	90	1060	727	211	682	378	40357
'47	304	49	83	836	227	2729	320	372	2037	244	172	2032	146	93	58	1067	2119	115	89	924	578	159	514	324	32255
'46	168	21	74	1032	165	2317	83	220	1668	167	105	1996	116	19	19	615	1351	42	62	705	395	35	305	148	23282
'45-'42	96	20	42	634	112	1359	157	86	909	167	234	739	107	72	23	515	1094	105	11	359	747	146	107	43	15728
'41	107	27	67	607	59	1290	370	88	1129	179	435	1802	154	136	68	386	589	146	24	209	465	234	173	38	18691
'40	87	20	94	686	60	1438	306	58	1652	239	542	1594	104	154	94	431	593	79	35	193	479	298	434	43	19897
'39	33	12	33	305	21	771	89	26	558	104	142	421	12	43	23	110	200	38	9	117	152	102	157	10	8029
'38	76	9	21	301	33	818	109	38	512	133	171	512	24	59	32	88	252	34	9	121	161	131	205	21	8633
'37	194	28	66	719	77	1471	227	46	1778	323	431	1190	54	150	57	182	540	87	35	219	601	300	585	45	23063
'36	24	7	18	39	14	100	13	8	197	44	201	43	1	15	8	51	77	13	8	18	215	24	20	2	4132
'35	2	4	4	18	6	29	8		80	18	78	13		13		30	32	6	1	9	86	7	12	1	2466
'34	1	1		8	1	35	12		22	7	39	24	2	9		19	19	2	1	3	39	3	5	2	1187
Prior to '34	237	12	31	278	19	933	38	100	751	72	149	739	31	52	87	52	198	23	43	49	244	124	483	18	10857
Year Not Given	5	1		10	8	27	3		12	2	3	78	4	6		56	15		3	3	1	2	16	1	818
Misc. July 1, Total	**1623**	**179**	**423**	**4647**	**487**	**14762**	**1683**	**290**	**6110**	**824**	**1525**	**5678**	**779**	**951**	**261**	**1135**	**9319**	**274**	**430**	**1620**	**3408**	**1505**	**3273**	**259**	**129547**
'50	40	9	32	385	55	1510	131	4	215	20	165	162	37	76	21	61	686	21	32	140	639	19	72	4	8779
'49	206	12	63	718	91	2228	206	11	458	66	84	501	96	200	8	207	1390	53	94	208	432	106	374	31	15739
'48	163	22	72	1570	58	5118	384	20	883	86	189	1683	128	187	18	150	2039	32	83	565	700	133	223	22	25767
'47	84	10	7	123	35	487	55	15	226	22	32	142	22	67	3	44	661	8	11	71	24	129	123	12	4846
'46	63	9	11	102	20	226	26	12	166	31	20	115	14	42	7	51	367	13	7	73	13	41	55	13	3182
'45-'42	45	9	4	29	28	113	33	6	140	13	26	48	12	50	2	76	287	2	1	29	64	184	128	14	2422
'41	68	14	14	74	38	360	43	8	315	40	26	128	36	33	7	53	652	13	8	48	403	109	367	26	5505
'40	145	7	6	65	19	426	54	9	291	40	23	101	22	36	3	53	386	7	8	53	93	118	176	16	4253
'39	69	3	8	75	16	282	61	12	290	37	44	130	22	27	5	49	635	4	9	27	49	128	119	17	4202
'38	50	3	12	62	14	219	39	7	167	32	10	73	22	24	5	34	180	6	2	48	39	74	66	11	2513
'37	57	8	6	89	11	310	56	13	301	23	38	121	60	17	7	46	232	21	32	55	117	56	213	15	4228
'36	54	9	12	110	11	355	29	10	338	70	77	237	33	16	7	41	219	17	9	43	98	64	149	11	4626
'35	46	3	14	109	13	247	17	6	230	33	73	177	36	11	3	17	118	9	6	41	58	31	99	9	3292
'34	17	6	4	69	8	222	20	2	146	28	28	142	31	11	4	12	72	9	8	31	60	33	46	5	2396
Prior to '34	418	52	153	883	46	2207	202	129	1424	234	651	1667	128	105	147	132	652	47	102	176	590	244	850	49	27703
Year Not Given	98	3	5	184	24	452	327	26	520	49	39	251	80	49	14	109	743	12	18	12	29	36	213	4	10094

New Car Registrations by Makes, 1922 Through 1950

Make	1922	1923	1924	1925	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950
Ajax				4157																					
Anderson			480	136																					
Apperson	610	740	682	474																					
Auburn	1937	2443	2474	4044	7138	9835	11157	17853	13149	*30951	*11646	5038	5536	5163	1848	*1292									
American Austin									4354	2941	2520	3675	1057												
English Austin																							8610	3642	5452
Bay State		617	213																						
Buick	98141	150662	153082	170728	232594	232428	196287	†172307	†122645	90871	49708	43809	63067	87635	160687	205304	166380	218995	295513	308615	126322	246115	244762	372425	535807
Cadillac	16718	17809	16740	19445	25027	18461	18189	14935	12078	11135	6269	3903	4899	6692	11766	11234	10639	13090	21965	60242	23666	53379	59379	80880	101825
Case	895	859	653																						
Chalmers	4898	6758	2003																						
Chandler	6870	11212	10207	10416	20268	18445	15530																		
Chevrolet	146159	291761	289962	341281	486392	647810	769927	780053	618901	583387	322860	474993	534906	656698	930250	768040	464337	598834	853529	880346	329601	640709	709609	1031466	1420399
Chrysler			19960	68793	129575	154234	171514	97706	60908	52644	26016	28677	28052	40536	58698	91624	46184	63956	100117	143025	65532	93871	105315	130516	151300
Cleveland	6449	8811	8028	12435																					
Cole	1461	1459	762	207																					
Columbia	2807	3903	1603	89																					
Continental								342				3310	953												
Cord										*	*				1174	*									
Crosley																					2868	15934	25400	10175	6896
Davis		949	812	692																					
DeSoto							14538	59614	35267	28429	25311	21260	11447	26952	45088	74421	35259	51951	71943	91004	54420	72966	82454	103311	115023
Diana					2297	805																			
Dodge	96447	114076	157982	167686	219456	123918	149004	115775	64155	53086	28111	86062	90139	178770	248518	255264	104881	176585	197252	215563	135488	209552	213923	273530	300104
Dort	6582	5592	2493																						
Durant	21615	30103	9983	4204			23414																		
Earl	2119	1474	406																						
Elcar					1336																				
Elgin	1161																								
Erskine						8400	22689																		
Essex	23276	31450	54395	119493	131663	166794	177469	191328	63338	42543															
Falcon-Knight						5719	5322																		
Flint			14778	14395	8439	1742																			
Ford	749785	1184976	1414293	1250161	1129548	393424	482010	1310119	1055105	528539	258927	311613	530528	826519	748554	765933	363688	481496	542755	602013	326822	532646	486888	806766	1166118
Franklin	6137	7520	5882	7157	7229	7526	7434	10704	7511	3881	1829	1329	360												
Frazer																					1873	51158	57994	15827	26223xx
Gardner	5663	6391	4311	2831		3290	3177																		
Graham									30137	19207	12858	10128	12887	15965	16439	13987	4139	3660	1856						
Graham-Paige							58523	60487																	
Grant	507																								
Gray		9068	8164	2340																					
Haynes	4337	3831	2129	330																					
H.C.S.		306	231				48365	62712	30466	19188	8461	2946	19307	21587	20825	¶90027	¶40889	62855	79979	73261	72414	83344	109497	137907	
Hudson	19026	32800	46077	85839	68931	58674	55550	44335	24307	17425	10794	6726	6566	7450	1556	396	1020	907	211						134219
Hupmobile	24239	27061	26562	29101	37781	33809																			
Jewett	9498	25900	27662	28621	14560		4255																		
Jordan	4167	6691	6159	6531	8469	6357																			
Kaiser																					3501	55571	108367	57995	85832
King	378																								
Kissel	561	1127	898	1406																					
LaFayette	349	384	441					1361					9301	17445	16304										
LaSalle						11258	18830	20290	11262	6883	3848	3709	5182	11775	13992	28906	15732	22197	16599						
Lexington	2114	1330	498	339																					
Liberty	1654																								
Lincoln	2911	4348	5672	6808	7711	6460	6039	6145	4356	3465	3179	2112	2061	2370	15567	25242	16991	19940	21004	18769	10798	24081	32638	37691	34318
Locomobile			230	828	2586	2037																			
Marmon	2893	2830	2613	4618	3512	10095	14770		†																
Maxwell	33419	42788	44006	36236																					
Marquette								†																	
Mercer	300																								
Mercury																	6835	65884	80418	81874	61187	111198	137512	186629	318217
Mitchell	2290	623	78																						
Moon	2862	5820	7567	7525	4702	3375																			
Moon-Diana							2748																		
Nash	30454	41838	47571	73384	116780	109979	115172	105113	51086	39366	20233	11353	14315	17739	26766	70568	31814	54050	52853	77824	85169	102808	104156	135328	175722
National	351																								
Oakland	13347	23513	31836	34926	49668	42756	37100	**	**	**															
Oldsmobile	15095	20291	39031	34334	48128	48573	73713	89425	50503	46890	24128	35295	71676	149375	178488	188302	92398	146412	201256	230367	93094	180078	175531	269351	372519
Overland	52072	88336	106950	117525	96057																				
Packard	9050	13382	14220	23948	29589	31355	42961	44634	28318	16252	11058	9081	6552	37653	68772	95463	49163	62005	73794	69653	36435	47875	77843	97771	73155
Paige	7462	4047	5913	3703	15873	18256																			
Peerless	2958	4775	3936	4755	10437	9872	7748																		
Pierce-Arrow	1240	1669	2078	5231	5682	5836	5736	8422	6795	4522	2692	2152	1740	875	787	166									
Plymouth								84998	64305	94276	111926	249667	302557	382985	499580	462268	286241	348807	440093	452187	211800	313118	347174	527915	547367
Pontiac					50269	114293	183994	**186626	**90039	**86139	47926	85348	72645	140122	171669	212400	98399	159836	235815	286123	113109	206411	228939	321033	440528
R. & V. Knight			273																						
Reo	9460	13099	11249	13700	10255	19394	21379	17320	11449	6761	3870	2623	3854	3894	3146										
Rickenbacker	2262	5958	6583	8049	4050																				
Rockne											††														
Rollin			3662	2088																					
Saxon	521																								
Star		75185	62037	70339	79314	55039	47954																		
Stearns-Knight	1191	1543	1945	1573		927	1184																		
Stephens	2064	3156	1213																						
Studebaker	70419	94023	94700	107732	93482	86439	84545	‡82839	56525	46532	41968	36242	41560	39573	67835	70054	41504	84660	102281	114331	58051	102123	143120	199460	268229
Stutz	769	1602	1167	1190	3692	2906	2430																		
Terraplane											§28778	35831	40510	53838	78471	¶	¶								
Velie	3729	4151	4384	4715	3804	4046																			
Viking																									
Westcott	1024	862	377	245																					
Whippet						99533	191220	x	x	x	x														
Willis-Ste. Claire	2736	1554	2020	1796	1929																				
Willys-Knight	12578	31449	29872	40137	43498	39873	40140	112983	x	x	x														
Willys-Overland									x65766	x51341	x25898	15667	6576	10439	12423	51418	13012	14734	21418	22102	2329	23400	21408	28576	33926
Winton	461	340	129																						
Wolverine						2750																			
Yellow		1670	1499	1163																					
Electrics	405	368	76	22																					
Miscellaneous, Gas	17622	10593	6230	7854	16974	6815	7562	150511	43343	21272	5405	1245	324	1858	5294	1441	1516	3016	5254	3867	647	894	10433	10148	13259
TOTALS	1568505	2487876	x2830122	2967755	3228695	2623538	3139579	3848937	2626068	1908016	1096399	1493794	1888557	2743908	3404497	3483752	1891021	2653377	3415905	3731166	1815196	3167231	3490952	4838342	6326438

N. C. sales in first half estimated.
Md. sales in first nine months estimated.
*Auburn and Cord combined.
†Buick and Marquette combined.
‡Erskine and Studebaker combined.
xSales in Conn., Miss., Nev., Tenn., and Va. estimated.
La. sales in first quarter estimated.
‡‡Whippet and Willys-Knight combined.
xWhippet, Willys-Knight and Willys-Overland combined.
xxHenry J included.
§Essex and Terraplane combined.
¶Hudson and Terraplane combined.
**Oakland and Pontiac combined.
††Rockne and Studebaker combined.

New Truck Registrations by Makes and Years, 1926-1950

Make	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937	1938	1939	1940	1941	1946	1947	1948	1949	1950	Make
Acme	483	452	388	300																		Acme
American LaFrance			347	329																		American LaFrance
Armleder			79																			Armleder
Atterbury			141	141																		Atterbury
Austin								1053	494	181												Austin
Autocar	2548	2059	2353	2987	2009	1748	1015	1127	1139	1001	1451	2181	1617	2044	1944	2510	4755	4334	2770	1655	2072	Autocar
Available																			49	27	30	Available
Bantam														590	335	40						Bantam
Biederman																			5	5	8	Biederman
Brockway	1748	1871	2314	3063	*3780	*1685	752	875	1213	1245	1695	1593	1303	1815	1672	2294	3683	4255	2958	1626	2384	Brockway
Brown																			183	154	316	Brown
Buick									152	116												Buick
Chevrolet	55623	104832	133682	160959	118253	99600	60784	99880	157507	167129	204344	183674	119479	169457	185636	212797	171618	235803	302219	345519	414496	Chevrolet
Coleman																			6	4	11	Coleman
Commerce			65	16																		Commerce
Corbitt																			268	100	109	Corbitt
Crosley																			2411	871	422	Crosley
Dart																			36	22	24	Dart
Diamond T	1722	1834	2312	3586	2888	2483	2250	4139	5440	6454	8750	8118	4393	5412	6354	6077	5093	10475	10657	5172	5675	Diamond T
Divco													1229	1481	1662	2306	3734	4893	5618	3577	4309	Divco
Dodge	24281			28759	15558	13518	8744	28034	48252	61488	85295	64098	33656	48049	54323	62925	96490	126736	114431	116956	99716	Dodge
Dover				401																		Dover
Duplex																			45	11	7	Duplex
English Austin																			18	97	108	English Austin
Euclid																			120	42	59	Euclid
Fageol				792																		Fageol
Fargo			281	3391																		Fargo
Federal	5398	3848	3111	2854	2095	1523	1167	1360	1962	2190	2930	2339	1370	1837	1613	1611	4557	6020	4026	1225	1469	Federal
Ford	200163	99451	65247	223425	197216	138854	66937	62397	128250	185848	177244	189376	100959	128889	159514	174024	131469	186414	225729	202179	3159.2	Ford
Freightliner													274	182	252	280			105	57	83	Freightliner
FWD																	585	1195	811	337	323	FWD
Garford	712	573	341	114																		Garford
GMC	2797	6637	17568	14300	9004	6919	6359	6602	10449	11442	26980	43522	20152	34908	38841	45703	25645	49187	74857	80407	97200	GMC
Gotfredson			460	190																		Gotfredson
Graham	24803	42359	36542																			Graham
Gramm			75																			Gramm
Hahn				125															14	52		Hahn
Hendrickson																			58	59	88	Hendrickson
Hudson										638	1905	4823	719	409	760	736	2543	2534	117			Hudson
Indiana	944	1136	1290	1471			957	1252	729	862	1705	1371	435	178								Indiana
International	14247	16363	26196	31438	23703	21073	15752	26658	31555	53471	71958	76174	55836	66048	76833	92482	78392	113151	125203	91164	97818	International
Kenworth																			478	392	673	Kenworth
Kleiber			380	326																		Kleiber
Larrabee			381	363																		Larrabee
Linn																			81	23	9	Linn
Mack	8718	6268	6898	6867	4943	2945	1425	1652	1830	1515	4226	5513	4406	6670	7736	9468	4687	10917	9795	6866	9908	Mack
Marmon-Herrington																			568	189	97	Marmon-Herrington
Martini																			2	2		Martini
McDonald																			4	2		McDonald
Moreland			686	715																		Moreland
Nash																			32	236	52	Nash
Oshkosh																			173	115	100	Oshkosh
Overland	813	399																				Overland
Peterbilt																		195	279	249	280	Peterbilt
Pierce-Arrow	1177	613	803	494																		Pierce-Arrow
Plymouth									123	660	2420	13709	6652	8294	9528	7732						Plymouth
Pontiac		3611																		775	1362	Pontiac
Relay			205	511																		Relay
Renault																			2			Renault
Reo	13466	10345	16325	13241	6427	5166	3187	3042	5035	5101	4227	4254	2929	853	624	1543	10489	12911	10773	4003	3876	Reo
Republic	990	1093	686	435																		Republic
Rugby			489	1248																		Rugby
Ruggles	430	295	127	16																		Ruggles
Sanford			77																			Sanford
Schacht			395	280																		Schacht
Selden	551	408	430	269																		Selden
Service			82	38																		Service
Star			471																			Star
Sterling	714	703	1049	1584	1224	739	227	108	134	174	277	311	267	326	341	440	510	576	411	229	354	Sterling
Stewart	1243	1541	1959	2160	2315	1394	867	684	736	880	1280	1148	390	70								Stewart
Studebaker			1340	1622	1518	3495	2430	†2413	1697	2100	3279	5129	2000	2110	1206	5078	25360	41861	50657	55099	45881	Studebaker
Terraplane					‡589				517													Terraplane
Thames																			715	1216	258	Thames
Walter																			132	76	82	Walter
Ward LaFrance																		509	271	88	46	Ward LaFrance
Whippet			2681	5991																		Whippet
White	8872	7175	6272	6096	4395	2561	2138	1384	3963	3304	5757	5933	3514	4558	6468	9271	10117	13086	11603	8318	12050	White
Willys					§4264	§3131	1132	233	25	2280	2441	1122	1889	1634	2291	2031	42135	49819	76585	32765	24640	Willys
Willys-Knight			538	612																		Willys-Knight
Yellow	1642	1079	148																			Yellow
Electrics			502	578																		Electrics
Miscellaneous	13256	13020	5406	4970	10307	6966	4290	2976	2684	2604	3480	3861	1880	934	1217	1389	3387	4261				Miscellaneous
TOTALS	387341	327965	341122	527057	410488	313800	180413	245869	403886	510683	611644	618249	365349	486748	559150	640697	625249	879132	1035174	961961	1142307	TOTALS

*Includes Indiana. †Includes Rockne. ‡Essex in 1930. §Includes Whippet and Willys-Knight.

World Motor Vehicle Registrations, as of January 1, 1950

(First Official Recording of Vehicle Operation Abroad Since January 1, 1947.)

Country	Passenger Cars	Trucks	Buses	Other	Total	% American-type Vehicles PC	Trucks	Buses
Aegian Islands*	400	**	**	..	400			
Afghanistan	917	3219	***	..	4136	97.6% all vehicles		
Albania*	500	1250	***	..	1750			
Algeria	121800	28650	1350	..	151800	8%		
Anglo Egyptian Sudan*	2448	2957	***	..	5405			
Angola	5196†	2944	***	..	8140	75% cars & trucks		
Antigua*	496	90	22	..	608			
Arabia*	3620	5040	68	..	8728			
Argentina (1-1-49)	360000	192520	14100	..	566620			
Australia	747200	420799	5090	..	1173089			
Austria (10-31-49)	43974	55872‡	2655	3392	105893			
Azores*	746	161	***	..	907			
Bahamas	1778	581	6	..	2365			
Bahrein	360	**	**	..	360			
Barbados (1-1-49)	2794	1228	52	..	4074			
Belgian Congo	9678	11227	***	294	21199	75% cars & trucks		
Belgium	227000	131000	2000	9000	369000			
Bermuda	1916	555	39	86	2596			
Bolivia	3289	8079	467	..	11835	100% all vehicles		
Borneo, North	383	213	170	..	766			
Brazil*	207333	173173	12327	..	392833			
British E. Africa:								
Kenya (1-1-49)	3237	2075	437	..	5749			
Nyasaland	1455	1104	***	..	2559			
Tanganyika	6189	5722	***	..	11911	20	23% T & B	
Uganda	4399	2647	295	..	7341			
Zanzibar	122	9	26	..	157			
British Guiana (1-1-49)	2255	533	87	..	2875			
Br. Honduras (1-1-49)	196	244	2	..	442			
Br. Somaliland*	50	793	2	..	845			
Br. W. Africa:								
Gambia	339	421	37	..	797	1	9	4
Gold Coast (9-30-49)	9604	23796	***	..	33400			
Nigeria	10217	11380	***	..	21597	20	49% T & B	
Sierra Leone	940	911	36	..	1887	3	2	
Brunei	247	160	62	..	469			
Bulgaria (6-1-49)	9000	5000	900	..	14900			
Burma	4526	22601	5084	..	32211			
Canada	1672352	544943	7696	27507	2252498			
Canary Islands*	5000	3350	520	..	8870			
Ceylon	31261	10286	2947	..	44494	10.1	17.9	44.7
Channel Islands	8817	4730	***	..	13547			
Chile	39444	26379	4095	..	69918			
China*	53000	**	**	..	53000			
Colombia	30000	21950	6650	..	58600	99	82	100
Cook Islands*	37	69	***	..	106			
Costa Rica	4325	2058	865	..	7248	95	98% T & B	
Cuba	56509	27394	3649	..	87552			
Cyprus	3237	2658	***	..	5895			
Cyrenaica*	454	561	6	..	1021			
Czechoslovakia (3-1-48)	105000	61100	1800	3880	171780			
Denmark (1-1-49)	108304	54857	2241	948	166350			
Dominica (1-1-49)	121	61	***	..	182	13.2	4.9	
Dominican Republic (7-1-48)	3124	2390	537	..	6051			
Ecuador	7296	3981	1408	..	12685	100% all vehicles		
Egypt	48000	11134	2456	..	61590			
Eritrea*	700	800	***	..	1500			
Ethiopia*	3728	2543	37	..	6308			
Falkland Islands*	100	**	**	..	100			
Faroe Islands*	500	**	**	..	500			
Fiji*	1724	1192	272	..	3188			
Finland	20000	30800	2850	..	53650			
France	1520000	750000	20000	..	2290000			
Fr. Cameroon	3000	1675	**	..	4675			
Fr. Equatorial Africa*	3505	9721	***	..	13226			
French Guiana	200	100	11	..	311	30	30	60
Fr. Indo China*	20680	8683	***	..	29363			
Fr. Somaliland*	164	156	***	..	320			
Fr. West Africa	6633	14561	***	..	21194	25	50	..
Germany, Federal Republic of	350000	450000	***	..	800000			
Gibraltar	1343	296	58	..	1697			
Gilbert & Ellice Is.	5	15	***	..	20			
Greece (1-1-49)	7363	14568	2873	..	24804			
Greenland*	20	**	**	..	20			
Grenada (1-1-49)	706	233	***	..	939			
Guadeloupe (8-1-49)	3427	1818	498	..	5743			
Guatemala	3977	3921	1355	..	9253	95% all vehicles		
Haiti	3124	1083	340	..	4547	99% all vehicles		
Honduras	1810	1343	65	..	3218	100% all vehicles		
Hong Kong	8535	2931	321	..	11787			
Hungary (1-1-49)	10988	9340	633	735	21696			
Iceland	6163	4445	***	..	10608	85	77	..
India*	138200	80400	33500	..	252100			
Indonesia	19825	26600	3400	..	49825			
Iran (1-1-49)	9340	8462	3440	..	21242	75	95	98
Iraq	7503	4367	2605	..	14475	75% all vehicles		
Ireland (8-31-49)	78924	23698	1174	3046	106842			
Israel (3-31-50)	8800	11153	1111	..	21064	..	73	..
Italy	267000	209000	10000	..	486000			
Italian Somaliland (1-1-47)	655	2400	30	..	3085			
Jamaica	12128	3444	204	..	15776			
Japan	24527	114801	16467	15752	171547			
Jordan, Hashemite Kingdom of (8-1-49)	1567	1271	133	..	2971			
Korea	4060	9679	998	..	14737	90	50	50
Lebanon	9187	2966	680	..	12833	75% all vehicles		
Liberia (1-1-49)	259	387	7	..	653			
Libya*	290	960	***	..	1250			
Luxembourg*	8050	4060	140	..	12250			
Macao*	259	40	***	..	299			
Madagascar	3000	4200	90	..	7290	33	66	33
Madeira	717	437	***	..	1154			
Malaya Federation of (1-1-49)	19757	13644	1499	..	34900			
Malta & Gozo*	7450	2992	715	..	11157			
Martinique (8-1-48)	3347	2297	254	..	5898			
Mauritius*	3026	870	182	..	4078			
Mexico*	173251	105162	17872	..	296285			
Monaco*	1500	**	**	..	1500			
Montserrat*	65	32	0	..	97			
Morocco:								
French	30265	24707	***	..	54972			
International	1874	612	32	..	2518	55	60	..
Spanish	1040	1008	243	..	2291			
Mozambique	4949	5824	148	..	10921	65% all vehicles		
Netherlands*	120000	74500	5500	..	200000			
Netherland W. Indies:								
Aruba (8-31-49)	2707	747	***	..	3454			
Bonaire (8-31-49)	65	39	***	..	104			
Curacao	4232	1650	463	..	6345	96% all vehicles		
New Caledonia (10-1-48)	1662	1272	***	..	2934			
New Guinea (See Papua)..								
New Zealand (6-30-49)	233230	75994	1451	32512	343187			
Nicaragua*	1613	1176	253	..	3042			
Niue (1-1-47)	6	7	0	..	13			
Northern Ireland*	49210	18661	1380	..	69251			
Norway	60550	47820	3730	..	112100	55	65	50
Pakistan*	16741	4515	6224	..	27480			
Panama	23162	2100	1261	..	26523	100% all vehicles		
Papua & New Guinea (1-1-49)	1396	1155	8	160	2719	95% all vehicles		
Paraguay	1650	1000	300	..	2950			
Peru	25148	17687	2511	..	45346	93	96% T & B	
Philippine Republic	38100	51790	***	..	89890	100% all vehicles		
Poland (6-1-48)	28200	40766	***	..	68966			
Portugal (1-1-49)	59661	17578	***	..	77239			
Portuguese India (1-1-49)	866	727	***	..	1593			
Reunion (1-1-49)	2618	1216	***	..	3834			
Rhodesia*	32327	20465	***	..	52792			
Rumania*	14560	9608	1942	..	26110			
St. Helena	65	22	9	..	96			
St. Kitts & Nevis	198	93	***	..	291			
St. Lucia*	263	91	59	..	413			
St. Pierre-Miquelon*	25	60	***	..	85			
St. Vincent*	250	70	***	..	320			
Salvador, El	4574	2133	***	..	6707	98	100% T & B	
Samoa, American*	155	9	39	..	203			
Samoa, Western (1-1-47)	144	141	22	..	307			
Sarawak	217	123	121	..	461			
Seychelles (1-1-49)	144	69	***	..	213	12% all vehicles		
Siam (1-1-49)	5951	7954	922	..	14827			
Singapore, Colony of	15117	6294	354	..	21765			
Society Islands*	200	50	***	..	250			
South West Africa*	9500	*	*	..	9500			
Spain*	69714	75000	7242	..	151956			
Surinam	984	445	134	..	1563	75% all vehicles		
Sweden	194454	79503	7014	..	280971	50% Cars & T		10
Switzerland (9-30-49)	123009	35533	1915	1064	161521			
Syria	3746	4795	***	..	8541	70	90	100
Taiwan (Formosa) (5-1-49)	1752	4416	***	..	6168			
Tonga (1-1-47)	48	56	***	..	104			
Trinidad & Tobago	8901	4838	432	387	14558	29	39	..
Tunisia	14877	7250	420	..	22547	20	40	..
Turkey	7783	11368	1730	..	20881	70	90	..
Union of South Africa (1-1-49)	413766	111086	4004	..	528856			
United Kingdom (England, Scotland and Wales)	2185100	833700	128400§	..	3147200			
U.S.S.R.*	720000	2250000	30000	..	3000000			
Uruguay*	56500	20000	1700	..	78200			
Venezuela*	57270	60976	4565	..	122811	95% all vehicles		
Yugoslavia	7179	15689	926	..	23794			
Total	11409685	7792789	419452	98763	19720689			
United States	36433674	8028016	208898	..	44670588			
Alaska*	14067	7277	137	..	21481			
Hawaiian Islands	98619	25649	1014	..	125282			
Puerto Rico*	58098	**	**	..	58098			
Virgin Islands*	881	573	17	..	1471			
Total	36605339	8061515	210066	..	44876920			
GRAND TOTAL	48015024	15854304	629518	98763	64597609			

* American automobile.
** Included with passenger cars.
*** Included with trucks.

† Includes light trucks.
‡ Includes 14,624 tractors.
§ Includes taxicabs.

Source: National Production Authority, Dept. of Commerce.

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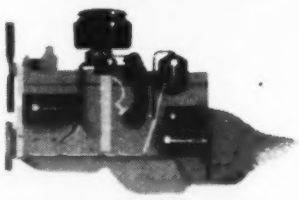
COMPLETELY WATERPROOF IGNITION SYSTEM

No other car rides like a

DeSoto



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You ride without bouncing and drive without shifting. (Road shock has gone the way of the buggy whip!) De Soto is a haven of repose—for both driver and passengers. A citadel of safety (big 12-inch brakes!). A daily dividend in *extra value!*

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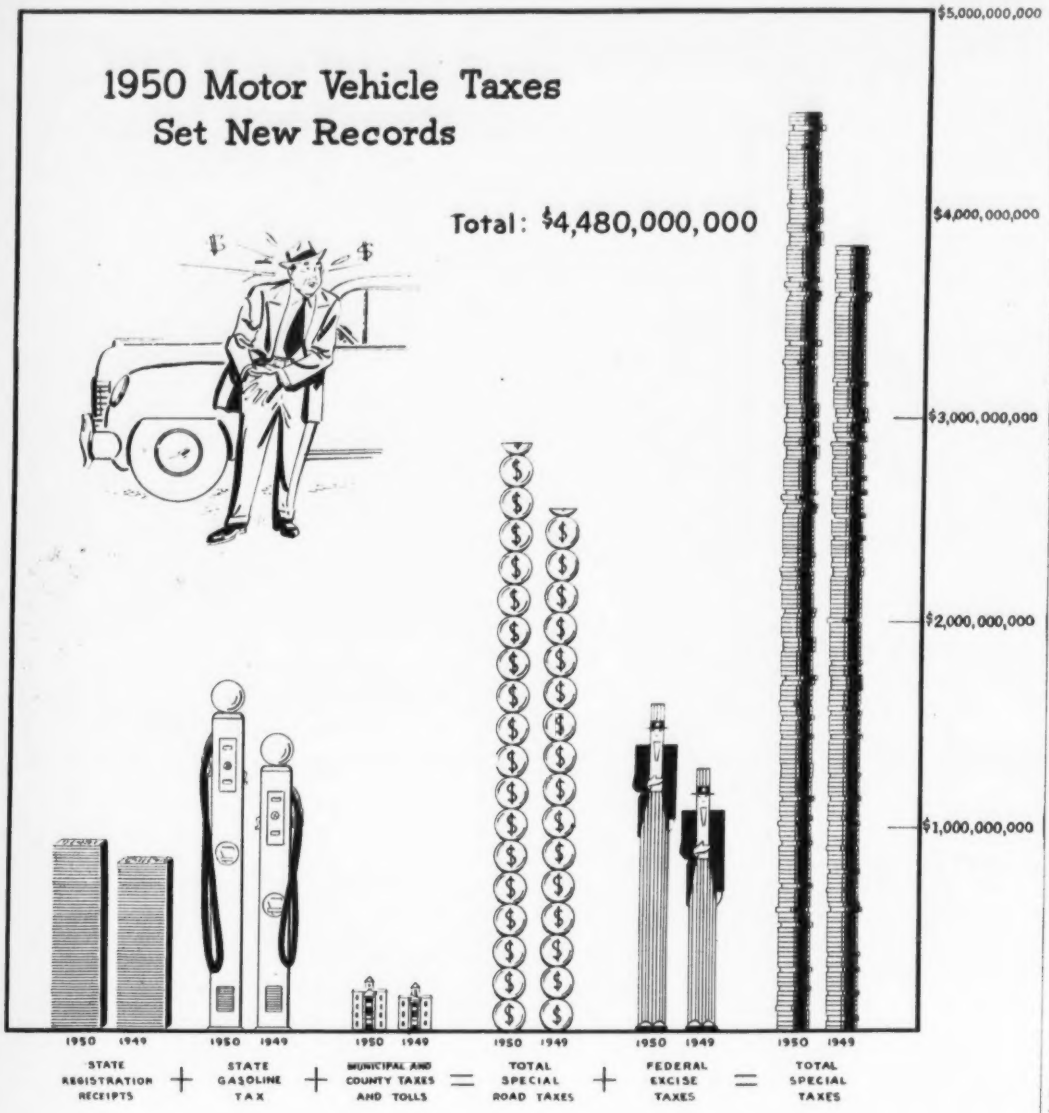


	State Gross Registration Receipts (1)	State Gasoline Tax (Net) (1)	Municipal and County Taxes and Tolls (2)	Total Special Road Taxes	Federal Excise Taxes (3)	Total Special Taxes
1925	$260,583,000	$ 148,358,000	$ 43,085,000	$ 452,026,000	$ 145,302,000	$ 597,328,000
1926	288,236,000	187,603,000	50,051,000	525,890,000	96,432,000	622,322,000
1927	300,872,000	258,967,000	55,875,000	615,714,000	60,504,000	676,218,000
1928	322,577,000	305,234,000	61,738,000	689,549,000	28,222,000	717,771,000
1929	347,697,000	431,636,000	70,451,000	849,784,000	.....	849,784,000
1930	355,580,000	494,683,000	74,470,000	924,733,000	.....	924,733,000
1931	344,313,000	537,589,000	78,696,000	960,598,000	.....	960,598,000
1932	325,104,000	514,139,000	74,470,000	914,813,000	75,356,000	990,169,000
1933	301,314,000	519,403,000	75,460,000	896,177,000	230,649,000	1,126,826,000
1934	316,754,000	566,642,000	80,714,000	964,110,000	235,743,000	1,199,853,000
1935	335,401,000	619,677,000	87,822,000	1,042,900,000	256,671,000	1,299,571,000
1936	374,920,000	691,420,000	95,025,000	1,161,365,000	197,142,000	1,458,507,000
1937	415,829,000	761,998,000	101,539,000	1,279,366,000	326,515,000	1,605,881,000
1938	405,246,000	771,764,000	105,190,000	1,282,200,000	267,959,000	1,550,159,000
1939	430,549,000	821,656,000	117,207,000	1,369,412,000	324,012,000	1,693,424,000
1940	457,091,000	870,136,000	129,360,000	1,456,587,000	416,394,000	1,872,981,000
1941	511,242,000	957,312,000	144,360,000	1,612,914,000	572,759,000	2,185,673,000
1942	470,864,000	844,855,000	126,600,000	1,442,319,000	626,055,000	2,068,374,000
1943	449,724,000	659,125,000	103,900,000	1,212,749,000	445,814,000	1,658,563,000
1944	445,620,000	680,950,000	103,300,000	1,229,870,000	486,097,000	1,715,967,000
1945	467,589,000	783,691,000	115,800,000	1,367,080,000	556,963,000	1,924,043,000
1946	551,318,000	1,064,681,000	149,600,000	1,765,599,000	798,406,000	2,564,008,000
1947	646,097,000	1,206,305,000	165,700,000	2,018,102,000	1,039,373,000	3,057,475,000
1948	755,183,000	1,350,028,000	180,000,000	2,285,211,000	1,157,000,000	3,442,211,000
1949	833,639,000	1,474,508,000	232,000,000	2,540,147,000	1,304,500,000	3,844,647,000
1950*	905,000,000	1,725,000,000	250,000,000	2,880,000,000	1,600,000,000	4,480,000,000

These are special taxes on motor vehicle users. Income and property taxes on motor vehicle, body, parts, and tire factories, garages, dealers, repair shops, terminal and truck, taxicab and bus operating companies not included.
(1) U. S. Bureau of Public Roads Registration receipts include special motor carrier fees.
(2) Estimated from data compiled by the Board of Investigation and Research.
(3) Bureau of Internal Revenue and U. S. Bureau of Public Roads. Not a road tax*
*Preliminary.

Source: Automobile Manufacturers Assn.

Sales of Cars and Trucks By General Motors

The following table shows unit sales of General Motors passenger cars and trucks to dealers in the United States and Canada, including sales to governmental agencies and overseas shipments to assembly plants and warehouses; sales by foreign manufacturing subsidiaries; and total unit sales from all sources for 1919 and subsequent years:

	Unit Sales to Dealers in the United States and Canada, including Overseas Shipments			Unit Sales of Foreign Manufacturing Subsidiaries*		
Year	Passenger Cars	Trucks	Total	Passenger Cars	Trucks	Total Unit Sales from All Sources
1919	368,338	23,400	391,738	....	....	391,738
1920	353,033	40,042	393,075	....	....	393,075
1921	208,443	6,356	214,799	....	....	214,799
1922	443,625	13,138	456,763	....	....	456,763
1923	774,617	23,938	798,555	....	....	798,555
1924	562,553	24,788	587,341	....	....	587,341
1925	787,148	48,754	835,902	....	....	835,902
1926	1,121,771	113,079	1,234,850	....	....	1,234,850
1927	1,348,307	214,441	1,562,748	....	....	1,562,748
1928	1,552,617	258,189	1,810,806	....	....	1,810,806
1929	1,554,304	344,963	1,899,267	....	....	1,899,267
1930	997,937	160,356	1,158,293	7,682	8,140	1,174,115
1931	896,271	137,247	1,033,518	25,588	15,603	1,074,709
1932	448,193	77,534	525,727	21,429	15,814	562,970
1933	671,880	130,224	802,104	46,918	20,013	869,035
1934	902,324	226,002	1,128,326	81,885	30,236	1,240,447
1935	1,324,858	239,394	1,564,252	116,166	35,270	1,715,688
1936	1,599,777	266,812	1,866,589	120,020	51,081	2,037,690
1937	1,646,308	282,473	1,928,781	132,207	55,909	2,116,897
1938	930,301	177,706	1,108,007	149,244	50,498	1,307,749
1939	1,284,895	257,881	1,542,776	126,893	57,417	1,727,086
1940	†1,748,210	277,133	2,025,343	8,744	46,609	2,080,696
1941	†1,864,067	393,057	2,257,124	289	42,721	2,300,134
1942	101,042	200,448	301,490	544	46,772	348,806
1943	708	151,838	152,546	....	41,598	194,144
1944	79	278,460	278,539	....	38,493	317,032
1945	24,331	251,242	275,573	....	32,471	308,044
1946	848,690	326,758	1,175,448	19,722	33,864	1,229,034
1947	1,503,046	427,872	1,930,918	30,376	31,077	1,992,371
1948	1,628,821	517,484	2,146,305	39,678	35,010	2,220,993
1949	2,264,406	499,991	2,764,397	81,081	50,870	2,896,348
1950	3,163,593	648,570	3,812,163	126,573	53,562	3,992,298

*Included are passenger cars and trucks manufactured by Opel since July 1, 1930, to Apr. 1, 1940, and by Vauxhall since Apr. 1, 1930.
†Included in these totals are trucks which Chevrolet, GMC Truck & Coach and GM of Canada were producing for the armed services.

Average Employment, Hours and Earnings in Auto Industry

Establishments primarily engaged in manufacturing motor vehicles, passenger-car bodies, truck and bus bodies, motor-vehicle parts and accessories, truck trailers and automobile trailers.

	All Employes	Production and Related Workers			
YEAR AND MONTH	Number (thousands)	Number (thousands)	Average Weekly Earnings	Average Weekly Hours	Average Hourly Earnings
1947—Average	776.2	648.8	$57.45	39.0	$1.473
1948—January	807.1	675.6	60.47	39.5	1.531
February	764.0	616.6	58.91	38.3	1.538
March	803.8	671.2	59.75	38.9	1.536
April	795.0	658.3	59.02	38.6	1.529
May	785.1	651.7	54.38	35.2	1.545
June	755.4	633.8	60.96	37.7	1.617
July	805.2	669.9	63.22	38.5	1.642
August	777.9	641.8	64.57	38.9	1.660
September	802.9	660.8	62.42	37.2	1.678
October	814.2	671.7	65.75	39.0	1.686
November	799.6	669.3	65.22	38.8	1.681
December	803.7	670.3	66.82	39.7	1.683
1949—January	794.0	664.6	67.74	39.8	1.702
February	772.5	648.9	66.91	39.5	1.694
March	775.6	646.1	62.96	37.7	1.670
April	777.9	648.8	64.77	38.6	1.678
May	726.9	600.5	63.22	37.3	1.695
June	775.6	646.1	66.94	39.4	1.699
July	799.0	669.5	68.67	40.3	1.704
August	807.0	678.0	67.78	39.8	1.703
September	810.2	686.3	69.33	40.4	1.716
October	789.2	666.1	65.87	39.0	1.689
November	697.1	582.1	61.03	36.2	1.686
December	703.2	585.1	65.44	38.2	1.713
1950—January	797.4	675.4	70.14	40.9	1.715
February	689.0	567.1	67.64	39.6	1.708
March	698.9	575.6	69.08	40.4	1.710
April	720.3	595.3	73.77	42.2	1.748
May	862.4	736.3	71.66	41.4	1.731
June	893.4	764.7	75.76	42.8	1.770
July	883.7	756.7	74.35	42.1	1.766
August	907.9	780.9	75.21	42.3	1.778
September	913.3	787.8	73.81	40.6	1.818
October	922.7	794.8	75.21	41.1	1.830
*November	878.2	749.7	74.13	40.2	1.844
*December	884.1	754.4	76.28	41.1	1.856

*Preliminary estimates.

Source: Bureau of Labor Statistics.

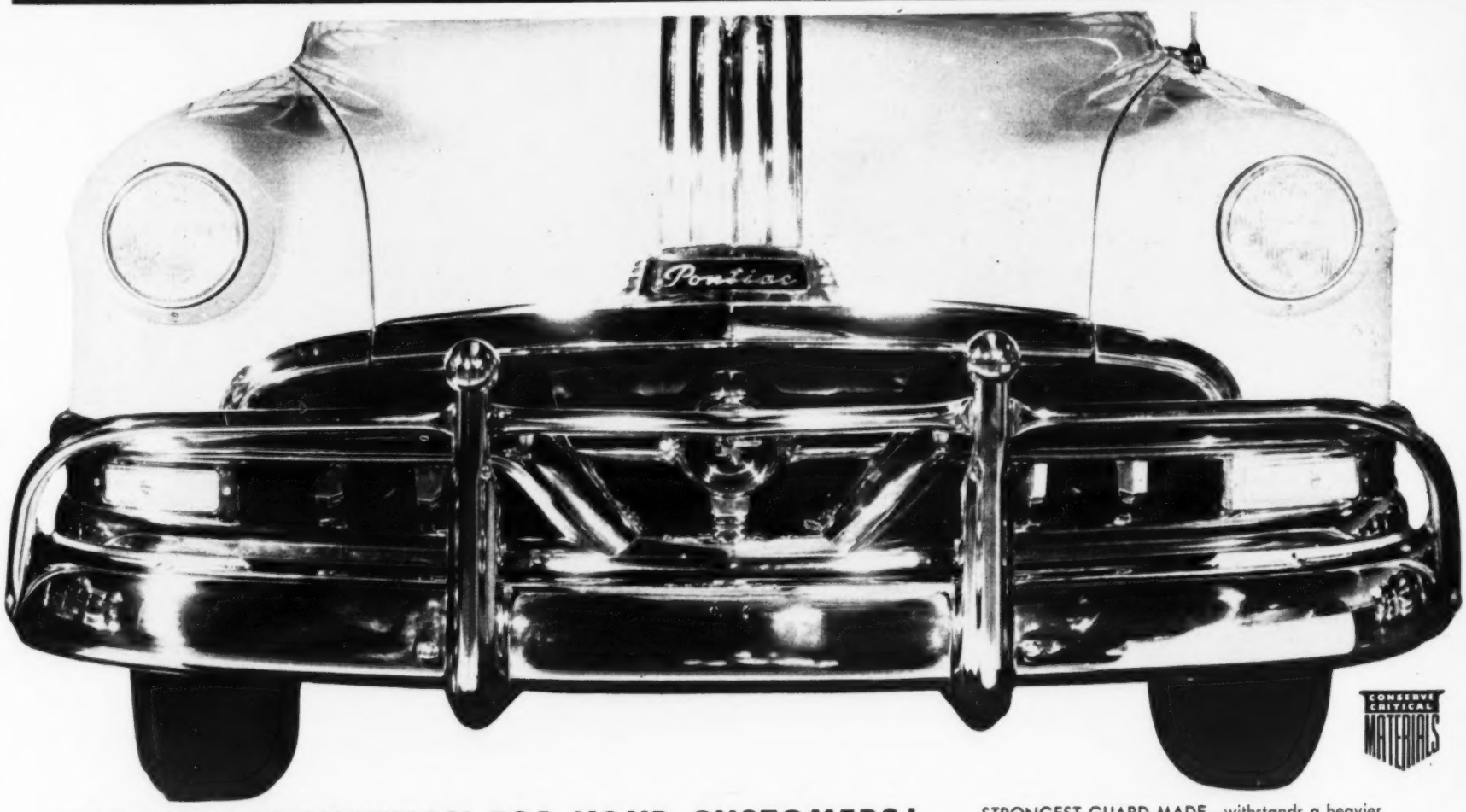
Men Employed on Federal, State Highway Construction

	MEN EMPLOYED ON ALL FEDERAL AND FEDERAL-AID HIGHWAY CONSTRUCTION							TOTAL MEN EMPLOYED ON ALL FEDERAL AND STATE HIGHWAY CONSTRUCTION AND MAINTENANCE						
	Fiscal Year 1944	Fiscal Year 1945	Fiscal Year 1946	Fiscal Year 1947	Fiscal Year 1948	Fiscal Year 1949	Fiscal Year 1950	Fiscal Year 1944	Fiscal Year 1945	Fiscal Year 1946	Fiscal Year 1947	Fiscal Year 1948	Fiscal Year 1949	Fiscal Year 1950
July	31,002	14,439	9,166	45,426	79,684	85,462	94,216	155,485	131,718	118,887	188,483	239,993	257,280	270,268
August	30,692	13,842	19,595	51,768	87,325	82,084	94,445	157,637	134,552	127,931	199,927	249,975	254,576	274,775
September	28,543	13,338	11,118	56,848	82,498	77,548	92,337	151,689	129,850	126,534	199,413	238,151	248,967	268,617
October	27,782	11,866	10,725	55,080	76,324	73,143	90,633	146,760	129,970	125,676	198,252	228,623	242,057	259,993
November	21,112	9,811	9,742	47,570	59,971	58,005	67,787	132,726	120,227	118,442	184,178	203,397	213,864	228,197
December	15,559	7,520	7,542	35,248	42,903	39,667	47,008	115,033	102,518	111,991	161,190	175,880	181,900	193,525
January	10,630	5,895	6,765	27,693	30,746	28,173	33,483	101,854	191,506	110,366	150,008	155,958	162,423	169,757
February	9,174	5,240	8,120	29,963	26,386	27,816	33,434	99,294	98,859	111,873	151,747	147,489	157,758	167,568
March	8,774	5,656	11,471	34,904	33,238	35,677	39,951	98,666	93,858	118,814	160,185	158,506	168,125	178,238
April	11,816	7,121	18,941	47,884	52,240	50,580	52,119	104,358	99,939	132,554	174,646	188,248	192,050	199,342
May	13,319	9,154	26,946	62,269	69,849	68,146	70,223	112,248	107,795	149,529	200,236	218,178	220,708	230,758
June	14,920	10,846	35,626	73,165	77,163	77,189	81,561	125,649	119,372	169,538	223,657	236,838	244,494	257,521

Source: National Highway Users Conference.

NOW! FAR OUTSELLING ALL OTHER BUMPER GUARDS!

IT PAYS TO SELL ERIE FENDER-TO-FENDER KARGARDS!



COMPLETE PROTECTION FOR YOUR CUSTOMERS!

STRONGEST GUARD MADE—withstands a heavier impact than any other guard because of its formed metal design and the method by which it is braced to the frame.

DUE TO MATERIAL SHORTAGES, THE ERIE FENDER-TO-FENDER KARGARD IS NOW AVAILABLE IN LIMITED QUANTITIES ONLY

NOW AVAILABLE for Both front and rear of:—

1951 MODELS

1951 BUICK
1951 CHEVROLET
1951 DESOTO
1951 DODGE
1951 FORD
1951 HUDSON (Pacemaker)
1951 HUDSON (Commander, Super, Hornet)
1951 KAISER
1951 HENRY J
1951 MERCURY
1951 NASH (Statesman)
1951 NASH AMBASSADOR (without bumper guard arms)
1951 NASH RAMBLER (without bumper guard arms)
1951 OLDSMOBILE
1951 PLYMOUTH
1951 PONTIAC
1951 STUDEBAKER (Champion, Commander, Land Cruiser)

1950 MODELS

1950 BUICK (Special, Super, Roadmaster)
1950 CHEVROLET
1950 CHRYSLER
1950 DESOTO
1950 DODGE
1950 FORD
1950 HUDSON (Commodore, Super)
1950 HUDSON (Pacemaker)
1950 MERCURY
1950 NASH (Statesman, Ambassador)
1950 NASH RAMBLER (without bumper guard arms)
1950 OLDSMOBILE (76, 88)
1950 OLDSMOBILE (98)
1950 PLYMOUTH
1950 PONTIAC
1950 STUDEBAKER (Champion)
1950 STUDEBAKER (Commander, Land Cruiser)

ERIE

ERIE MANUFACTURING *Division*
PRESSED STEEL CAR COMPANY, INC.
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75 E. WACKER DRIVE · CHICAGO 1, ILLINOIS

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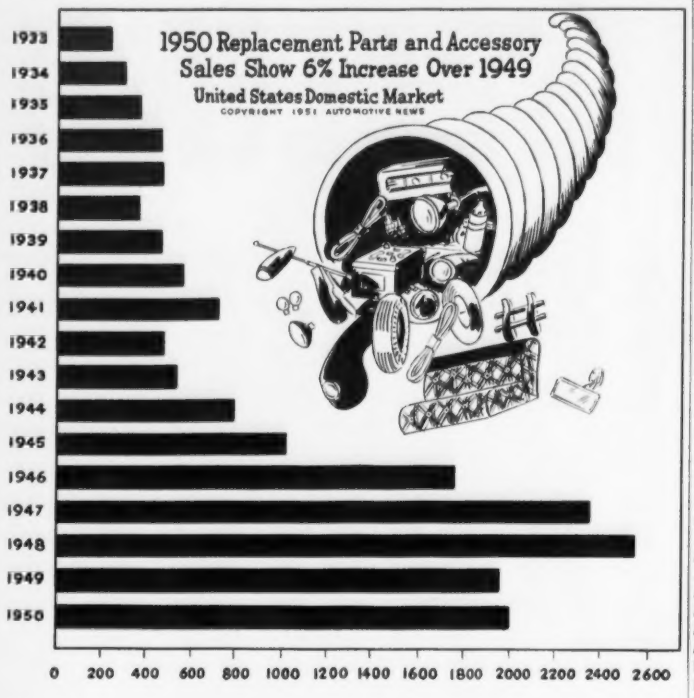


Replacement Parts and Accessory Sales

Estimates Are Based on Federal Excise Tax Receipts

Calendar Year	Wholesale Value	Yearly Increase %	Calendar Year	Wholesale Value	Yearly Increase %
1933	$234,461,090	...	1942	$ 471,956,985	—34.3
1934	299,879,633	28.0	1943	527,710,048	12.0
1935	373,159,429	24.6	1944*	789,000,000	49.5
1936	454,110,443	21.5	1945*	1,012,000,000	28.3
1937	461,774,995	2.0	1946*	1,753,000,000	73.2
1938	360,892,902	—21.6	1947*	2,353,000,000	34.1
1939	460,408,017	27.5	1948*	2,553,000,000	8.5
1940	553,004,020	20.0	1949	1,895,000,000	—25.8
1941	718,212,295	30.0	1950*	2,000,000,000	6.0

NOTE: For year-to-year comparisons, probably the most comprehensive and accurate measure of the trend in the domestic market sales of repair parts and accessories is obtainable from the Federal excise tax collections. The wholesale value of parts and accessories taxable has been estimated by dividing the tax rate into the aggregate annual collections for years commencing March 1. (There is approximately a two-months' lag between the month in which sales are made and the month in which collections are normally reported.)

The Federal excise tax does not apply on parts and accessories exported, direct sales to governments*, sales of garage and service equipment and items which are used for a variety of purposes other than automotive, such as bolts, nuts, lacquers, paints, varnish, cloth, leather, etc., used in repairs.

*After July 1, 1944, sales to the United States Government were subject to Federal excise taxes. The figures shown in the above table are based on the tax collections after eliminating in 1944 and 1945 the value of parts estimated to have been purchased for military vehicles.

Source: Automobile Mfrs. Assn.

The Petroleum Picture

U. S. Supply of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	1,037,800	2,843,288
1936	1,144,959	3,128,303
1937	1,331,127	3,646,923
1938	1,267,466	3,472,510
1939	1,319,110	3,614,000
1940	1,412,081	3,858,145
1941	1,486,518	4,072,652
1942	1,472,364	4,033,874
1943	1,595,729	4,371,860
1944	1,780,350	4,864,344
1945	1,828,539	5,009,696
1946	1,851,748	5,073,282
1947	1,989,850	5,451,643
1948	2,167,264	5,921,486
1949	1,996,699	5,470,408
1950*	2,153,000	5,898,630

*Preliminary Source: Bureau of Mines. American Petroleum Institute.

U. S. Consumption of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	983,317	2,694,019
1936	1,092,379	2,984,642
1937	1,169,205	3,203,301
1938	1,136,705	3,114,260
1939	1,230,486	3,371,195
1940	1,326,620	3,624,645
1941	1,485,779	4,070,627
1942	1,449,908	3,972,351
1943	1,521,426	4,168,290
1944	1,671,263	4,566,292
1945	1,772,685	4,856,671
1946	1,792,786	4,911,742
1947	1,989,803	5,452,000
1948	2,113,678	5,775,077
1949	2,114,207	5,792,348
1950*	2,356,000	6,454,795

*Preliminary Source: Bureau of Mines. American Petroleum Institute.

U. S. Exports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	129,355	354,397
1936	132,369	361,664
1937	173,311	474,825
1938	194,145	531,904
1939	189,549	519,312
1940	130,466	356,464
1941	108,830	298,164
1942	116,907	320,293
1943	149,957	410,841
1944	207,616	567,257
1945	182,983	501,323
1946	153,123	419,515
1947	164,477	450,600
1948	134,674	367,962
1949	119,475	327,329
1950*	105,000	287,671

*Preliminary Source: Bureau of Mines. American Petroleum Institute.

U. S. Imports of Liquid Petroleum Products

Year	Annual Total (000 bbls.)	Daily Avg. (actual bbls.)
1935	52,635	144,205
1936	57,104	156,022
1937	57,157	156,595
1938	54,308	148,789
1939	59,060	161,808
1940	83,751	228,825
1941	97,142	266,142
1942	35,966	98,537
1943	63,412	173,732
1944	92,311	252,216
1945	113,619	311,285
1946	137,676	377,195
1947	159,389	436,682
1948	188,144	514,055
1949	234,131	641,455
1950*	308,000	843,836

*Preliminary Source: Bureau of Mines. American Petroleum Institute.

Gasoline Consumption

By States, 1950

	Tax Rate Per Gallon (cents)	Gross Gallons* (1,000 Gal.)
Alabama	6	580,934
Arizona	5	233,352
Arkansas	6.5	384,624
California	4.5	3,804,814
Colorado	6	456,096
Connecticut	4	510,240
Delaware	5	100,661
Florida	7	882,731
Georgia	7	778,658
Idaho	6	201,682
Illinois	3	2,298,654
Indiana	4	1,231,893
Iowa	4	955,170
Kansas	5	741,564
Kentucky	7	578,401
Louisiana	9	562,659
Maine	6	226,659
Maryland	5	542,052
Massachusetts	3	993,193
Michigan	3	1,951,874
Minnesota	5	924,378
Mississippi	7	439,880
Missouri	2	1,177,504
Montana	6	226,656
Nebraska	5	462,699
Nevada	4.5	75,206
New Hampshire	4	133,780
New Jersey	3	1,330,726
New Mexico	7	229,369
New York	4	2,655,097
North Carolina	7	940,553
North Dakota	4	262,237
Ohio	4	2,267,821
Oklahoma	6.5	716,933
Oregon	6	518,216
Pennsylvania	5	2,245,878
Rhode Island	4	171,226
South Carolina	7	465,948
South Dakota	4	276,517
Tennessee	7	728,500
Texas	4	2,911,973
Utah	4	208,020
Vermont	5	97,574
Virginia	6	835,995
Washington	6.5	679,396
West Virginia	5	379,642
Wisconsin	4	990,955
Wyoming	4	130,912
District of Columbia	4	199,665
Total	4.61**	40,699,167

*Preliminary estimate.
**Weighted on 1949 gasoline consumption, but using the latest tax figures for 1950.

Source: American Petroleum Institute.

GASOLINE PRICES, 1950

Average, 50 Representative Cities

CITY	*Price per Gal.
Portland, Me.	$ .2576
Manchester, N. H.	.2497
Burlington, Vt.	.2686
Boston, Mass.	.2418
Providence, R. I.	.2408
Hartford, Conn.	.2363
Buffalo, N. Y.	.2615
New York, N. Y.	.2650
Newark, N. J.	.2318
Philadelphia, Pa.	.2519
Dover, Del.	.2632
Baltimore, Md.	.2574
Washington, D. C.	.2536
Charleston, W. Va.	.2923
Norfolk, Va.	.2733
Charlotte, N. C.	.2937
Charleston, S. C.	.2807
Atlanta, Ga.	.2971
Jacksonville, Fla.	.2803
Birmingham, Ala.	.2933
Vicksburg, Miss.	.2929
Memphis, Tenn.	.2822
Lexington, Ky.	.2892
Youngstown, O.	.2450
South Bend, Ind.	.2656
Chicago, Ill.	.2330
Detroit, Mich.	.2517
Milwaukee, Wis.	.2490
Twin Cities, Minn.	.2687
Fargo, N. D.	.2701
Huron, S. D.	.2673
Omaha, Neb.	.2675
Des Moines, Ia.	.2508
St. Louis, Mo.	.2304
Wichita, Kan.	.2470
Tulsa, Okla.	.2675
Little Rock, Ark.	.2917
New Orleans, La.	.3017
Houston, Tex.	.2400
Albuquerque, N. M.	.3025
Denver, Colo.	.2646
Casper, Wyo.	.2900
Butte, Mont.	.2800
Boise, Ida.	.3065
Salt Lake City, Utah	.2442
Reno, Nev.	.2875
Phoenix, Ariz.	.2647
San Francisco, Calif.	.2512
Portland, Ore.	.2798
Spokane, Wash.	.3063
AVERAGE, U. S.	$ .2676

*Includes state, federal and local taxes.

Source: The Texas Company.

United States Automotive Tire and Tube Statistics

TIRES

Passenger Car

	SHIPMENTS Original Equipment	Replacement	Export	Total	Production	Inventory
1929	17,511,752	43,916,524	2,049,509	63,477,785	62,809,887	10,806,961
1930	10,589,286	36,194,381	1,873,306	48,656,973	46,130,148	8,061,066
1931	8,275,291	35,984,807	1,247,803	45,507,901	44,378,021	7,024,207
1932	5,321,246	30,300,096	681,421	36,302,763	36,128,309	6,844,966
1933	9,031,274	29,137,759	737,208	38,906,241	39,976,453	7,986,820
1934	11,161,220	28,870,716	735,239	40,767,175	41,045,258	8,294,858
1935	17,063,692	26,035,729	947,564	44,046,985	43,255,729	7,054,179
1936	18,941,208	26,999,003	643,679	46,583,890	49,013,253	9,290,963
1937	20,054,754	26,177,433	696,273	46,928,460	46,496,958	8,744,761
1938	10,085,827	27,103,970	580,165	37,769,962	35,789,302	6,936,901
1939	15,742,253	33,470,797	607,229	49,820,279	49,932,954	7,107,493
1940	19,560,272	30,902,707	411,099	50,874,078	50,965,429	7,270,192
1941	19,855,693	34,118,268	586,423	54,560,384	50,391,918	3,165,132
1942	910,489	2,734,003	37,852	3,682,344	2,790,397	4,432,038
1943	81,917	10,605,445	71,655	10,759,017	7,620,440	1,132,259
1944	208,086	18,329,918	130,032	18,668,036	18,818,738	1,217,615
1945	1,115,295	25,462,305	222,375	26,799,975	28,199,792	2,214,517
1946	11,086,542	54,684,036	652,643	66,423,221	66,466,319	1,763,472
1947	19,644,143	52,857,228	1,608,082	74,109,453	77,795,299	5,444,071
1948	21,589,040	41,295,434	655,686	63,540,160	66,738,436	8,772,822
1949	28,128,583	36,439,572	508,565	65,076,720	65,140,287	8,903,731
1950*	36,683,934	47,320,762	652,983	84,657,679	78,621,811	3,032,539

Truck and Bus

	SHIPMENTS Original Equipment	Replacement	Export	Total	Production	Inventory
1929	1,877,011	3,168,347	871,712	5,917,070	5,915,954	1,030,999
1930	1,426,303	2,826,460	731,649	4,984,412	4,835,325	942,372
1931	1,217,988	2,771,043	563,757	4,552,788	4,362,255	750,513
1932	706,445	2,916,409	325,407	3,948,261	3,956,356	799,393
1933	1,455,575	3,356,675	375,223	5,187,473	5,327,777	901,250
1934	2,114,883	3,405,098	399,389	5,919,370	6,187,490	1,160,127
1935	2,199,903	3,369,883	566,358	6,136,144	6,106,052	1,141,684
1936	2,504,906	3,867,583	429,120	6,801,609	7,027,512	1,426,493
1937	2,297,847	3,708,893	550,188	6,556,928	6,813,015	1,638,474
1938	1,430,303	3,463,268	468,769	5,362,340	5,117,433	1,514,489
1939	2,465,303	4,551,237	671,956	7,688,496	7,679,777	1,557,012
1940	2,692,597	4,442,949	764,813	7,900,359	8,220,994	1,856,336
1941	4,924,615	5,776,145	902,790	11,603,550	11,148,278	1,270,933
1942	5,769,699	6,137,864	169,473	12,077,036	12,560,987	1,815,169
1943	6,045,703	7,941,218	153,800	14,140,721	12,802,789	751,238
1944	6,446,428	8,108,959	132,568	14,687,955	14,626,833	795,020
1945	4,868,993	11,016,111	282,028	16,167,132	16,324,121	862,664
1946	4,223,610	10,806,211	859,369	15,889,190	15,831,862	684,800
1947	5,411,521	10,013,994	1,648,396	17,073,911	17,754,837	1,505,221
1948	5,256,413	7,852,877	1,131,812	14,241,102	14,575,981	1,925,403
1949	3,455,781	7,026,115	958,420	11,440,316	11,228,440	1,734,456
1950*	4,665,943	9,730,014	771,901	15,167,858	14,127,791	737,190

INNER TUBES

Passenger Car

	SHIPMENTS Original Equipment	Replacement	Export	Total	Production	Inventory
1944†	190,644	14,137,650	89,591	14,417,885	14,975,625	1,555,410
1945	1,114,505	23,385,741	158,031	24,658,277	25,710,742	2,247,325
1946	11,125,433	49,655,264	596,402	61,377,099	62,411,547	2,603,978
1947	19,688,340	39,772,191	1,192,313	60,652,844	65,011,725	6,119,098
1948	21,629,001	34,821,337	397,458	56,847,796	58,543,777	7,769,492
1949	28,095,248	26,647,426	333,741	55,076,415	56,437,987	8,876,530
1950*	36,719,726	35,554,342	412,437	72,686,505	69,620,839	5,390,534

Truck and Bus

	Original Equipment	Replacement	Export	Total	Production	Inventory
1944†	6,268,904	6,431,334	106,138	12,806,376	12,511,883	1,257,670
1945	4,873,005	10,519,860	253,104	15,645,969	16,030,899	1,380,156
1946	4,201,388	9,701,563	827,634	14,730,585	14,839,448	1,215,666
1947	5,357,219	6,787,727	1,290,352	13,435,298	14,168,846	1,940,217
1948	5,203,964	5,726,196	721,298	11,651,458	11,489,113	1,871,746
1949	3,425,293	4,802,394	553,599	8,781,286	8,676,233	1,780,631
1950*	4,623,840	6,542,585	413,056	11,579,481	10,991,786	1,217,780

*Preliminary estimate. †1944 was the first year that a breakdown between truck and bus and passenger tube statistics was available.

NOTE: The above statistics represent an estimated 100% of the industry.

Source: Rubber Manufacturers Association.

Gasoline Prices and Taxes, 1920-1950

Yearly Averages from 50 Representative Cities in the United States

	Tank Wagon (Ex. Tax)	Service Station (Ex. Tax)	Gasoline Taxes	Service Station (Inc. Tax)
1920	$ .2805	$ .2974	$ .0009	$ .2983
1921	.2409	.2611	.0020	.2631
1922	.2263	.2482	.0038	.2520
1923	.1866	.2106	.0091	.2197
1924	.1686	.1946	.0148	.2094
1925	.1746	.2009	.0211	.2220
1926*	.1744	.2097	.0241	.2338
1927	.1500	.1828	.0281	.2109
1928	.1483	.1790	.0304	.2094
1929	.1458	.1792	.0350	.2142
1930	.1248	.1616	.0379	.1995
1931	.0965	.1298	.0400	.1698
1932	.1008	.1330	.0463	.1793
1933	.0942	.1241	.0541	.1782
1934	.0981	.1364	.0521	.1885
1935	.0973	.1355	.0529	.1884
1936	.1021	.1410	.0535	.1945
1937	.1053	.1459	.0540	.1999
1938	.1004	.1407	.0544	.1951
1939	.0958	.1331	.0544	.1875
1940	.0908	.1275	.0566	.1841
1941	.0949	.1330	.0593	.1923
1942	.1044	.1446	.0597	.2043
1943	.1045	.1456	.0597	.2053
1944	.1049	.1462	.0597	.2059
1945	.1033	.1448	.0602	.2050
1946	.1040	.1469	.0608	.2077
1947	.1233	.1693	.0618	.2311
1948	.1455	.1954	.0634	.2588
1949	.1505	.2027	.0652	.2679
1950	.1510	.2008	.0668	.2676

*1926 and subsequent are "Posted Dealer Tank Wagon" prices

Source: American Petroleum Institute.

©H. D. T. Company Factors, Inc.

Serving America's Most Discriminating Clientele

• For over twenty years we have received unquestioned acceptance from America's finest motor car manufacturers. Therefore, the automobile dealers across the nation have long ago learned the profitable secret of maintaining original factory finish. It's as simple as this . . . Blue Coral dissolves every trace of traffic film in minutes. It burnishes the finish to a hard mirror-like surface. It preserves the brilliant lustre for months to come. Black looks *Blacker*, all colors take on added depth, look lovelier, last longer.

We welcome correspondence from aggressive dealers who are thinking of *Today's sales — Tomorrow's reputation — Future good will.* Blue Coral is beyond anything known to the automotive industry. There is no substitute for a Blue Coral Treatment — it has no equal.

H. D. T. COMPANY FACTORS, INC. • WHITE PLAINS, NEW YORK

United States Exports—1950

	Number	Value
PASSENGER CARS		
Passenger Cars & Chassis (New)	119,719	178,550,596
Passenger Cars & Chassis (Used)	6,268	7,627,329
SUB-TOTALS	125,987	186,177,925
MOTOR TRUCKS & TRUCK CHASSIS (New)		
5,000 lbs.-GVW and under	39,856	43,680,292
5,001 to 10,000 lbs. GVW	19,365	24,755,476
10,001 to 14,000	11,244	15,066,580
14,001 to 16,000	37,446	58,649,671
16,001 to 19,500	8,706	19,357,515
19,501 lbs. GVW & Over	5,871	21,938,195
DIESEL AND SEMI-DIESEL		
19,500 lbs. GVW & under	395	1,774,805
Over 19,500 lbs. GVW	1,379	8,254,572
SUB-TOTALS	124,262	193,477,106
MOTOR BUSES & BUS CHASSIS (New)		
Gasoline	5,270	17,081,231
Diesel and Semi-Diesel	644	5,471,547
Electric, including Trackless Trolley		
SUB-TOTALS	5,914	22,552,778
Trucks, Buses & Chassis (Used)	3,172	4,101,368
Trailers	660	1,999,452
Other Trailers	1,959	882,437
Parts for Trailers		2,223,764
PARTS		
Parts for Assembly		112,240,214
Spark Plugs	15,779,043	4,287,277
Leaf Springs, Automotive, lbs.	16,230,085	2,946,128
Parts for replacement N.E.S.		144,235,150
Auto Horns, Hand & Electric	401,545	1,082,506
Auto Accessories, N.E.S.		17,292,039
Starting, Lighting & Ignition Equipment		14,206,772
Batteries—6 & 12 Voltage	453,678	5,676,827
ENGINES FOR ASSEMBLY		
Truck, Diesel & Semi-Diesel	42	91,327
Truck, Gasoline	12,605	3,251,016
Passenger Car	25,306	2,368,349
ENGINES FOR REPLACEMENT		
Diesel & Semi-Diesel	1,255	1,832,769
Gasoline	19,746	5,015,242
SUB-TOTALS	58,954	12,538,703
GARAGE & TIRE SERVICE EQUIPMENT	Year's Total	
Auto Tire Service Equipment		507,719
Pumps for Gasoline & Oil	10,314	2,188,154
Other Auto Service Appliances		12,091,937
SUB-TOTALS		14,787,810
TIRES AND INNER TUBES		
Truck and Bus Casings	696,698	27,191,228
Passenger Car Casings	522,314	7,033,185
Off-the-Road Casings	56,019	5,204,272
Farm Tractor or Implement Casings	69,116	2,397,046
Motorcycle Tires & Tire Casings	5,075	39,855
Inner Tubes, Car, Truck & Bus	310,203	982,146
Passenger Car Inner Tubes	180,777	409,039
Truck & Bus Inner Tubes	182,439	734,823
Other Inner Tubes[1]	63,475	237,368
Inner Tubes N.E.S.[2]	70,678	199,077
TIRES, SUNDRIES & REPAIR MATERIAL		
Camelback	2,432,336	713,083
Other	2,323,845	1,864,600
SUB-TOTALS		47,005,72
BRAKE LINING CLUTCH FACING & BRAKE BLOCKS		
Brake Lining; Molded & Semi-Molded, lb.	3,502,730	2,686,954
Brake Lining: Woven—Lin. Ft.	532,358	342,542
Clutch Molded & Semi-Molded No.	1,055,685	577,032
Brake Blocks Molded, Semi-Woven, lb.	438,668	397,147
SUB-TOTALS		4,003,675
MOTORCYCLES		
Motorcycles	2,349	1,240,273
Motorcycles Parts & Accessories		922,634
SUB-TOTALS		2,162,907
GRAND TOTAL		793,880,560

*Preliminary. [1]First 6 months. [2]Last 6 months.

Source: Transportation Equipment Division, NPA, Dept. of Commerce.

U. S. Imports of Passenger Cars 1940-1950

	NEW		USED	
	No.	Value	No.	Value
1940	253	$ 401,214	302	$140,207
1941	50	52,165	308	153,304
1942	25	19,333	372	174,832
1943	74	90,067	217	96,378
1944	11	14,639	298	161,657
1945	51	80,162	475	366,719
1946	1,374	1,415,127	574	365,218
1947	1,453	1,742,473	646	510,618
1948	28,047	29,637,141	381	357,959
1949	7,543	8,623,783	308	285,170
1950	21,287	20,511,101	321	275,905

Source: Transportation Equipment Div., NPA, Dept. of Commerce.

United States Exports of Passenger Cars and Chassis from 1935-1950

	Under $850		$850-$1,200		$1,200-$2,000		Over $2,000		Total	
Year	Units	Value	Units	Value	Units	Value	Units	Value	Units	Value
1935	161,535	$ 81,867,580	8,759	$ 8,304,968	1,463	$2,224,426	815	$2,113,783	172,572	$ 94,510,757
1936	165,501	86,788,566	11,758	11,238,283	1,817	2,722,621	881	2,274,784	179,957	103,024,254
1937	208,409	111,871,549	17,742	16,780,291	2,397	3,648,664	938	2,514,221	229,486	134,814,725
1938	141,305	78,341,388	17,353	16,734,848	2,356	3,500,441	598	1,566,534	161,612	100,143,211
1939	122,444	68,359,398	13,008	12,399,486	2,057	2,968,351	357	931,166	137,866	84,658,401
1940	76,670	44,753,019	10,567	9,989,458	1,390	1,992,036	179	519,224	88,806	57,253,737
1941	62,285	38,855,637	16,387	15,625,041	2,517	3,527,239	557	2,694,731	81,746	60,702,648
1942	6,127	4,348,157	6,947	6,930,128	639	924,390	238	997,069	13,951	13,199,744
1943	640	410,758	739	736,968	587	876,062	122	396,718	2,092	2,424,583
1944	31	21,539	490	564,164	875	1,443,190	253	755,540	1,654	2,791,252
1945	468	373,576	426	421,159	241	409,243	71	243,398	1,206	1,447,376
1946*	.....	.....	.....	.....	.....	.....	...	.....	116,994	122,500,568
1947	.....	.....	.....	.....	.....	.....	...	.....	266,795	335,330,258
1948	.....	.....	.....	.....	.....	.....	...	.....	217,305	279,837,012
1949	.....	.....	.....	.....	.....	.....	...	.....	140,211	205,074,032
1950	.....	.....	.....	.....	.....	.....	...	.....	125,987	186,177,925

*Classifications combined into one in 1946.

Source: Transportation Equipment Div., NPA, Dept. of Commerce.

U.S. Exports of Passenger Cars (New) 1948-1950

	1948 Number	1948 Value	1949 Number	1949 Value	1950 Number	1950 Value
January	18,934	$ 25,884,505	13,199	$ 21,352,755	8,078	$ 11,412,822
February	15,853	21,345,874	12,377	18,475,913	8,016	11,547,403
March	20,007	26,654,134	15,320	22,412,354	7,420	10,834,678
April	22,186	28,787,827	14,332	20,758,693	6,202	8,731,458
May	16,125	21,898,847	12,121	18,181,209	8,024	11,953,569
June	14,692	19,192,609	11,712	17,209,820	12,284	18,297,771
July	17,588	24,571,620	12,684	18,379,536	11,914	17,655,205
August	18,262	24,037,685	10,493	14,980,969	10,570	15,855,579
September	17,231	23,068,376	11,990	17,390,844	10,208	15,212,133
October	17,701	23,882,343	10,790	14,779,177	11,510	17,173,320
November	10,363	14,751,253	8,690	11,940,338	12,938	20,061,033
December	28,363	25,761,939	6,503	9,212,424	10,554	16,805,976
Total	217,911	$281,024,021	140,211	$205,074,032	119,719	$178,550,596

Source: Transportation Equipment Div., NPA, Dept. of Commerce.

1948-1950 U. S. Exports of Trucks, Buses—New

	1948 Number	1948 Value	1949 Number	1949 Value	1950 Number	1950 Value
January	13,732	$ 26,791,048	15,347	$ 25,180,503	6,039	$ 10,399,700
February	13,791	26,729,523	14,244	25,162,054	9,390	14,929,010
March	19,074	33,400,938	15,892	26,452,718	8,894	14,087,933
April	21,546	34,373,110	14,313	22,870,890	9,507	14,826,893
May	17,249	29,972,105	12,488	20,806,426	10,720	16,669,283
June	14,145	23,486,938	10,478	18,892,997	11,885	22,556,403
July	23,174	38,432,361	11,244	18,907,953	11,793	19,907,829
August	14,499	23,896,570	9,265	16,862,722	12,549	21,007,988
September	17,141	25,395,568	8,938	15,768,978	11,282	19,730,809
October	17,326	28,870,834	8,653	14,307,722	10,368	17,014,619
November	9,112	15,552,954	7,791	12,856,459	13,339	20,982,200
December	22,739	36,258,821	5,406	10,190,078	11,992	21,453,428
Total	204,831	$344,688,551	134,059	$228,259,500	130,176	$216,029,884

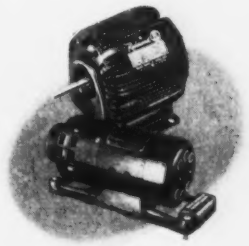
Source: Transportation Equipment Div., NPA, Dept. of Commerce.

U.S. Imports of Trucks and Buses 1940-1950

	Trucks Valued $1,000 or More Each		Truck & Bus Chassis — $750 or More Each		Truck Bodies Valued $250 or More Each	
	No.	Value	No.	Value	No.	Value
1940	...	$	...	$	...	$ .....
1941	3	4,607	...	.....	...	.....
1942	26	205,214	1	800	...	.....
1943	50	75,438	9	13,500	...	.....
1944	26	81,876	1	1,845	...	.....
1945	4	5,451	1	756	...	.....
1946	8	11,711	7	8,328	...	.....
1947	18	28,521	4	6,543	...	.....
1948	423	520,007	261	219,537	...	.....
1949	458	605,857	57	78,358	...	.....
1950	65	143,339	16	15,331	36	24,776

Source: Transportation Equipment Div., NPA, Dept. of Commerce.

"THE BIG NAME IN SMALL MOTORS"



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The multi-plant operations of the dynamic Redmond organization — in Michigan, Arkansas and Canada—serve you just as though they were the electric motor division of your own organization.

Every year these efficient plants turn out millions of low-range fractional horsepower Redmond Micromotors, in sizes up to 1/10th horsepower, and blowers up to 220 cubic feet per minute output.

For defense requirements, too, Redmond is again ready with the experience to engineer and mass produce precision dynamotors and a variety of other equipment.

When you need quality in quantity, call first on Redmond, the BIG name in Small Motors.

REDMOND COMPANY, INC., Owosso, Mich., U.S.A. INDUCTION MOTOR SALES OFFICES: *Eastern Area: 420 Lexington Ave, New York 17, N.Y.; Central Area: Owosso, Michigan; Midwest Area: 332 S. Michigan, Chicago 4, Ill.; Southwest Area: 1330 N. Industrial Blvd., Dallas, Texas; Western Area: (Redmond Company of Calif., Inc.) 1248 S. Boyle Ave., Los Angeles 23, Calif.* **SERIES MOTOR SALES OFFICES:** *Owosso, Mich.* **OVERSEAS SALES OFFICES:** *420 Lexington Ave., New York 17, N.Y., cable address, REDISINC-NEW YORK.*

REDMOND

Redmond MICROMOTORS

Automobile Use by Population Group

In U. S. Cities

CITIES	MODE OF TRAVEL: Auto Driver	Auto Passenger	Taxi & Truck Passenger	Mass Transit
Over 250,000 Population—				
Baltimore, Md.	29.2%	13.9%	3.1%	53.8%
Washington, D. C.	36.6	21.1	2.9	39.3
San Francisco, Calif.	43.5	21.3	1.6	33.6
Seattle, Wash.	43.2	21.5	0.7	34.6
Newark, N. J.	33.5	16.6	0.4	49.5
Indianapolis, Ind.	46.8	17.6	0.7	34.9
Portland, Ore.	47.0	24.6	0.5	27.9
Total	39.1%	19.6%	1.5%	39.7%
100,000 to 250,000 Population—				
Worcester, Mass.	42.0%	22.0%	1.0%	34.3%
Salt Lake City, Utah	45.5	27.4	1.9	25.3
Grand Rapids, Mich.	54.5	32.1	0.5	12.9
Spokane, Wash.	46.7	21.5	1.5	30.3
Tacoma, Wash.	51.3	23.2	0.4	25.1
Sacramento, Calif.	57.5	25.4	1.5	15.6
Erie, Pa.	51.5	25.6	..	22.9
South Bend, Ind.	63.7	17.9	0.5	17.9
Wilmington, Del.	38.9	25.4	1.2	34.5
Reading, Pa.	38.5	16.2	0.3	45.0
Allentown, Pa.	44.0	23.9	..	32.1
Phoenix, Ariz.	53.8	28.6	1.5	16.2
Duluth, Minn.	44.9	26.3	0.2	28.6
Total	49.6%	25.5%	0.9%	23.9%
50,000 to 100,000 Population—				
Albuquerque, N. M.	53.4%	32.1%	1.0%	13.5%
Saginaw, Mich.	60.8	29.9	0.7	8.6
Lansing, Mich.	59.4	26.5	0.8	13.3
Columbus, Ga.	39.7	19.8	..	40.5
Pontiac, Mich.	50.5	29.1	1.2	19.2
Macon, Ga.	34.0	16.4	4.3	45.3
Charleston, S. C.	40.1	27.8	1.9	30.2
Kalamazoo, Mich.	54.1	27.4	0.8	17.7
Bay City, Mich.	56.5	33.0	0.5	10.0
Total	51.4%	27.4%	1.1%	20.0%
Less than 50,000 Population—				
Muskegon, Mich.	50.2%	35.1%	0.6%	14.1%
Tucson, Ariz.	57.0	29.7	0.6	12.7
Fargo, N. D.	56.1	33.1	0.6	10.2
Port Huron, Mich.	51.5	29.8	0.5	18.2
Superior, Wis.	50.2	30.2	1.2	18.4
Moorhead, Minn.	59.8	31.0	0.6	8.6
Total	54.2%	31.6%	0.6%	13.5%
Total, Weighted*	47.3%	25.7%	1.0%	25.9%

*Calculated from group averages weighted by relative population in all U. S. cities in each population group.

Source: Automobile Manufacturers Assn.

Dartnell Sliding Scale of Automobile Allowances

(Adjusted for operating costs as of January, 1949)

Mileage per Week	Class A* Allowance Per Week	Class B† Allowance Per Week	Class C‡ Allowance Per Week
10	$ 0.84	$ 0.97	$ 1.11
20	1.67	1.95	2.23
30	2.46	2.88	3.29
40	3.18	3.72	4.29
50	3.90	4.59	5.22
60	4.51	5.35	6.10
70	5.17	5.93	6.91
80	5.68	6.68	7.68
90	6.26	7.39	8.51
100	6.82	8.07	9.19
120	7.84	9.19	10.67
140	8.77	10.32	11.89
160	9.57	11.36	13.14
180	10.28	12.27	14.34
200	11.14	13.08	15.31
225	12.53	14.76	17.26
250	13.92	16.36	19.14
275	15.31	17.98	21.16
300	16.70	19.63	22.97
325	18.10	21.30	24.92
350	19.49	22.83	26.73
375	20.88	24.50	27.92
400	22.27	26.12	30.62
425	23.66	27.84	32.57
450	25.06	29.51	34.38
475	26.45	31.04	36.32
500	27.84	32.71	38.28
525	29.23	34.38	40.23
550	30.62	35.98	42.11
575	32.02	37.58	44.06
600	33.41	39.25	45.94
625	34.80	40.92	47.88
650	36.19	42.53	49.76
675	37.58	44.20	51.71
700	39.98	45.30	53.59
725	40.37	47.47	55.54
750	41.76	49.07	57.42
775	43.15	50.67	59.37
800	44.54	52.34	61.25
825	45.94	53.55	63.20
850	47.33	55.61	65.08
875	48.72	57.28	66.44
900	50.11	58.88	68.90
925	51.50	60.55	70.78
950	52.90	62.15	72.73
975	54.29	63.82	74.68
1,000	55.68	65.42	76.56

*Class A—Cars operated in moderate-sized communities and in country service over hard-surfaced roads.

†Class B—Cars operated in cities of over 500,000 population, where there are numerous traffic stops, and in country areas where only a small percentage of the roads are hard surfaced.

‡Class C—Cars operated under some unusual conditions, as in mountainous country or in areas where local gasoline taxes are considerably above the national average.

Source: American Automobile Assn.

Passenger Car Use by Trip Purposes

Metropolitan Area	Year of Survey	Work	Business	Shopping	Med-Dental	School	Eat Meal	Social Rec.
Allentown-Bethlehem, Pa.	1948	49.9%	9.8%	9.5%	1.4%	.7%	13.4%	15.2%
Athens, Ga.	1947	18.8	37.5	7.8	1.4	9.3	6.7	17.3
Augusta, Ga.	1946	41.8	21.9	11.9	1.1	.9	10.7	11.7
Baltimore, Md.	1945	46.4	23.0	10.5	2.0	.9	1.0	15.2
Bay City, Mich.	1948	25.9	16.1	17.8	1.4	.3	11.6	26.8
Boston, Mass.	1945	62.2	8.4	10.3	1.5	1.0	3.0	13.6
Charleston, S. C.	1946	27.8	16.7	13.5	1.6	1.7	1.9	36.7
Columbus, Ga.	1945	26.3	27.4	18.0	1.4	3.1	7.0	16.8
Duluth, Minn., & Superior, Wis.	1948	47.5	12.8	14.9	—3.0—			21.8
Fargo, Minn.	1949	43.2	14.1	9.8	.4	.8	9.1	22.6
Grand Rapids, Mich.	1947	33.4	18.0	20.0	1.1	.3	7.2	20.0
Green Bay, Wis.	1947	—61.2—		13.2	3.2	2.5	.6	19.3
Harrisburg, Pa.	1948	53.4	10.5	11.3	1.1	0.0	8.4	15.4
Indianapolis, Ind.	1945	33.5	20.6	18.0	3.1	.7	1.7	22.4
Kalamazoo, Mich.	1945	42.8	11.9	12.1	1.2	1.1	7.8	23.2
Lansing, Mich.	1946	46.5	10.5	17.6	.9	1.5	8.1	14.9
Macon, Ga.	1946	49.2	18.0	9.7	1.6	1.1	13.0	7.4
Moorhead, Minn.	1949	45.7	14.9	8.2	.6	.7	9.8	20.1
Muskegon, Mich.	1945	36.7	14.3	14.7	.6	.4	6.6	26.8
Pontiac, Mich.	1947	43.2	18.1	15.5	1.5	.9	4.6	16.1
Port Huron, Mich.	1947	45.1	8.8	19.2	1.2	.8	4.6	20.2
Portland, Ore.	1946	44.0	16.8	16.0	1.0	.3	4.3	17.6
Reading, Pa.	1946	51.4	20.1	5.9	2.0	1.6	7.0	12.0
Sacramento, Calif.	1948	49.3	10.2	19.0	.9	1.1	4.7	14.9
Saginaw, Mich.	1948	34.5	18.9	21.4	1.9	.3	8.9	14.2
Salt Lake City, Utah	1946	43.2	18.1	11.8	1.3	1.3	3.1	21.2
Seattle, Wash.	1946	49.5	14.7	12.6	—5.3—			17.9
South Bend, Ind.	1945	25.1	23.0	20.7	1.6	.3	6.2	23.2
Tacoma, Wash.	1948	47.1	14.5	13.2	1.5	1.2	4.2	18.5
Tucson, Ariz.	1948	36.6	17.9	20.3	1.7	2.6	3.8	17.0
Washington, D. C.	1948	50.8	9.2	14.2	1.3	1.7	4.1	18.8
Wilmington, Del.	1948	47.9	13.7	11.8	—7.9—			18.5
TOTAL 32 Areas		43.9%	15.2%	14.5%	1.4%	1.1%	5.5%	18.2%

Source: Automobile Manufacturers Assn.

Car Operating Costs

The most recent breakdown of car costs available is based on a national average of cost figures issued in January this year by Runzheimer. Following are cost figures for a car in the $2,000 price class, postwar model, driven up to 18,000 miles a year:

January 1950 Variable Costs	Average Per Mile
Gasoline and Oil	2.14 cents
Maintenance	.68
Tires	.46
Total	3.28 cents
Fixed Costs	**Annual**
Fire & Theft Insurance	$ 15.79
Property Damage and Liability ($15,000 and $30,000)	59.71
License Fees	15.47
Depreciation	442.05
Total	$533.02 a year (or $1.46 a day)

July 1949 Variable Costs	Average Per Mile
Gasoline and oil	2.02 cents
Maintenance	.68
Tires	.39
Total	3.09 cents
Fixed Costs	**Annual**
Fire and theft ins.	$ 18.55
Property damage and liability ($15,000 and $30,000)	60.86
License fees	14.71
Depreciation	411.61
Total	$505.74 a year ($1.39 a day)

Source: American Automobile Assn.

55% of Auto Mileage Is for Business

	Percent of Mileage for Business Use
Farmers	67%
Laborers	49%
Physicians	67%
Legal Profession	62%
Insurance and Real Estate	72%
Commercial Travelers	81%
Other Sales	67%
All Occupations	55%

Source: Automobile Mfrs. Assn.

Cost of Operating Cars in Designated Territories

	Fixed Costs per day	Total per Mile Cost (in cents)	*Depr. adj. per 1,000 miles
Portland, Ore.	$1.54	3.30	$11.35
San Francisco, Calif.	1.67	3.10	11.70
Spokane, Wash.	1.49	3.75	11.50
Sacramento, Calif.	1.60	3.40	11.70
Boise, Idaho	1.44	3.85	11.15
Tucson, Ariz.	1.50	3.60	11.40
Butte, Mont.	1.50	3.75	10.95
Denver, Colo.	1.49	3.60	10.80
Las Vegas, N. M.	1.54	3.65	11.10
El Paso ,Tex.	1.41	3.40	11.00
Omaha, Neb.	1.40	3.60	10.25
Dodge City, Kans.	1.39	3.35	10.70
Corpus Christi, Tex.	1.39	3.40	10.85
Duluth, Minn.	1.49	3.25	10.35
Des Moines, Iowa	1.40	2.95	10.40
Kansas City, Mo.	1.44	3.10	10.45
Joplin, Mo.	1.45	3.30	10.50
St. Louis, Mo.	1.45	3.05	10.35
Tulsa, Okla.	1.52	3.20	10.60
Fort Smith, Ark.	1.43	3.55	10.60
Houston, Tex.	1.39	3.05	10.70
Jackson, Miss.	1.43	3.60	10.60
New Orleans, La.	1.41	3.65	10.70
Chicago, Ill.	1.47	2.90	10.25
Milwaukee, Wis.	1.41	2.95	10.05
Louisville, Ky.	1.40	3.35	10.40
Nashville, Tenn.	1.41	3.30	10.40
Birmingham, Ala.	1.43	3.40	10.55
Traverse City, Mich.	1.33	3.10	10.35
Youngstown, Ohio	1.46	2.95	10.35
Syracuse, N. Y.	1.46	3.10	10.10
Elmira, N. Y.	1.44	2.95	10.10
Pittsburgh, Pa.	1.40	3.20	10.05
Williamson, W. Va.	1.43	3.55	10.35
Chattanooga, Tenn.	1.43	3:55	10.45
Saratoga Springs, N. Y.	1.54	3.20	10.20
New York, N. Y.	1.71	2.90	10.20
Chelsea, Mass.	1.51	2.85	10.25
Bayonne, N. J.	1.52	2.95	10.20
Norfolk, Va.	1.40	3.05	10.30
Charleston, S. C.	1.38	3.15	10.40
Miami, Fla.	1.47	3.30	10.70
AVERAGE	$1.46	3.28	$10.60

*Applies to mileage in excess of 18,000 only.

Source: American Automobile Assn.

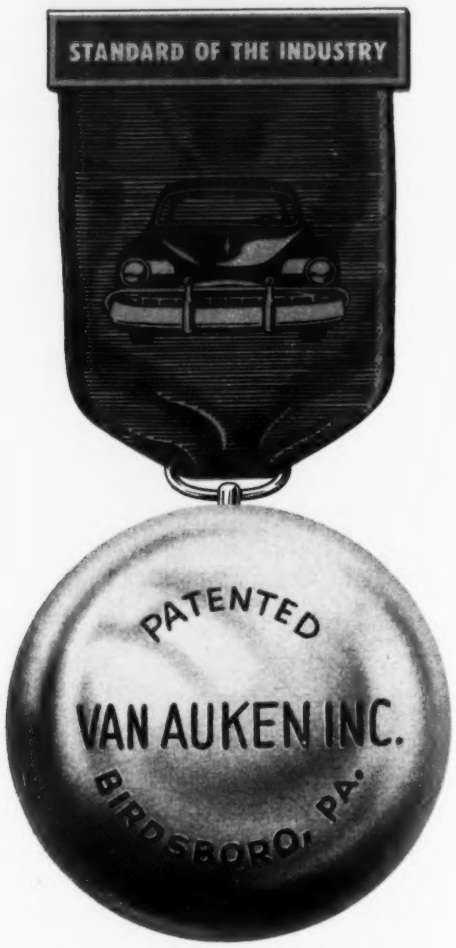
Service Preference

By Age of Car and Type of Service

Year Model of Owner's Car	MAJOR REPAIRS: Dealers	Independents	Do Own Repairs	Other	ADJUSTMENTS & TUNEUPS: Dealers	Independents	Service Stations	Do Own Repairs	Other	LUBRICATION: Dealers	Independents	Service Stations	Other
1950	85%	10%	3%	2%	82%	9%	3%	5%	1%	49%	3%	44%	....
1949	84%	12%	2%	2%	76%	13%	6%	4%	1%	42%	7%	48%	....
1948	74%	16%	6%	4%	64%	17%	10%	7%	2%	33%	7%	54%	2%
1947	66%	23%	8%	3%	58%	23%	8%	10%	1%	27%	8%	58%	1%
1946	63%	25%	8%	4%	50%	28%	11%	10%	1%	27%	7%	61%	1%
1942	52%	31%	13%	4%	41%	26%	17%	15%	1%	14%	4%	71%	....
1941	45%	37%	14%	4%	36%	36%	10%	16%	2%	16%	11%	64%	....
1940	42%	39%	15%	4%	37%	34%	10%	17%	2%	14%	11%	63%	1%
1939	35%	42%	18%	5%	31%	39%	8%	21%	1%	13%	12%	61%	....
1938 or Earlier	27%	41%	27%	5%	22%	35%	10%	31%	2%	8%	14%	55%	2%

Source: Crowell-Collier Automotive Survey.

DISTINGUISHED ACHIEVEMENT



Recognition that **VAN AUKEN** *Grille and Trunk Guards, have from their pioneer days, been recognized and accepted as America's No. 1 choice for Customer Protection and Dealer Profits.*

ALWAYS SPECIFY VAN AUKEN—No. 1 IN '51

Getting what you want in the line of Grille Guards is going to be tough again! And likewise the situation on availability of automotive body repair parts will tighten up.

From where we sit this looks very much like the old adage of "history repeating itself." Already restrictions on the use of certain critical materials are affecting production. NOW more than ever before, it is essential for you to sell your customers complete protection for their cars. And now, as always, the logical choice in protection is Van Auken — the guard with famous "patented spring blade action."

We guarantee you this — that every ounce of our energy, every wheel of our vast production facilities will turn toward the building of the finest quality guards on the market — will drive toward filling the requirements of our customers, to the best of human ability, during this or any other emergency period.

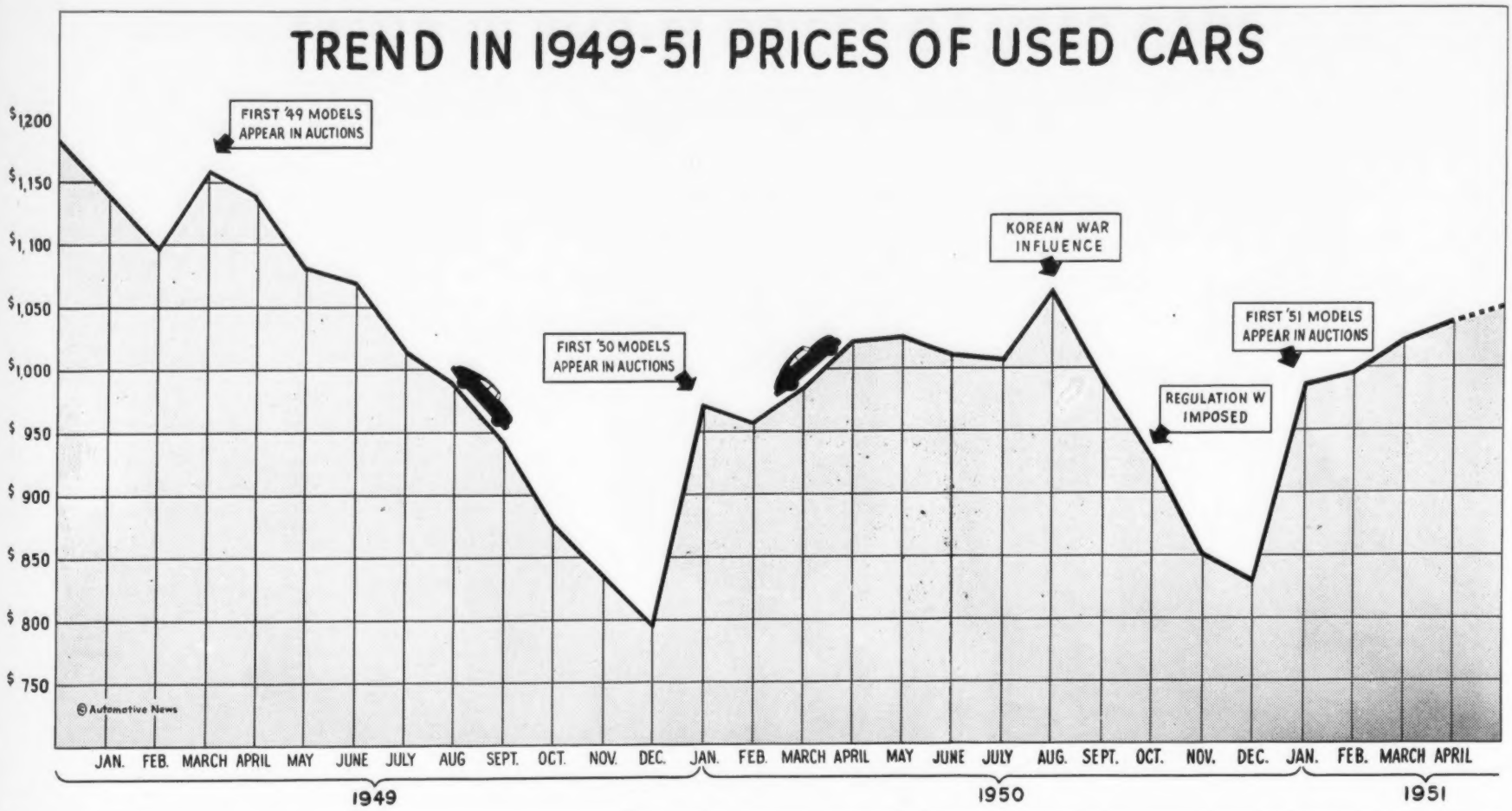
Van Auken guards are available, in limited quantities, for all makes of automobiles 1948 through 1951. When ordering be sure to specify: make, year, and model.

VAN AUKEN TRUNK GUARD

VAN AUKEN
"Aristocrat of Grille Guards"
The only guard with patented spring blade action.

VAN AUKEN GRILLE GUARD

VAN AUKEN, INCORPORATED, BIRDSBORO, PENNSYLVANIA



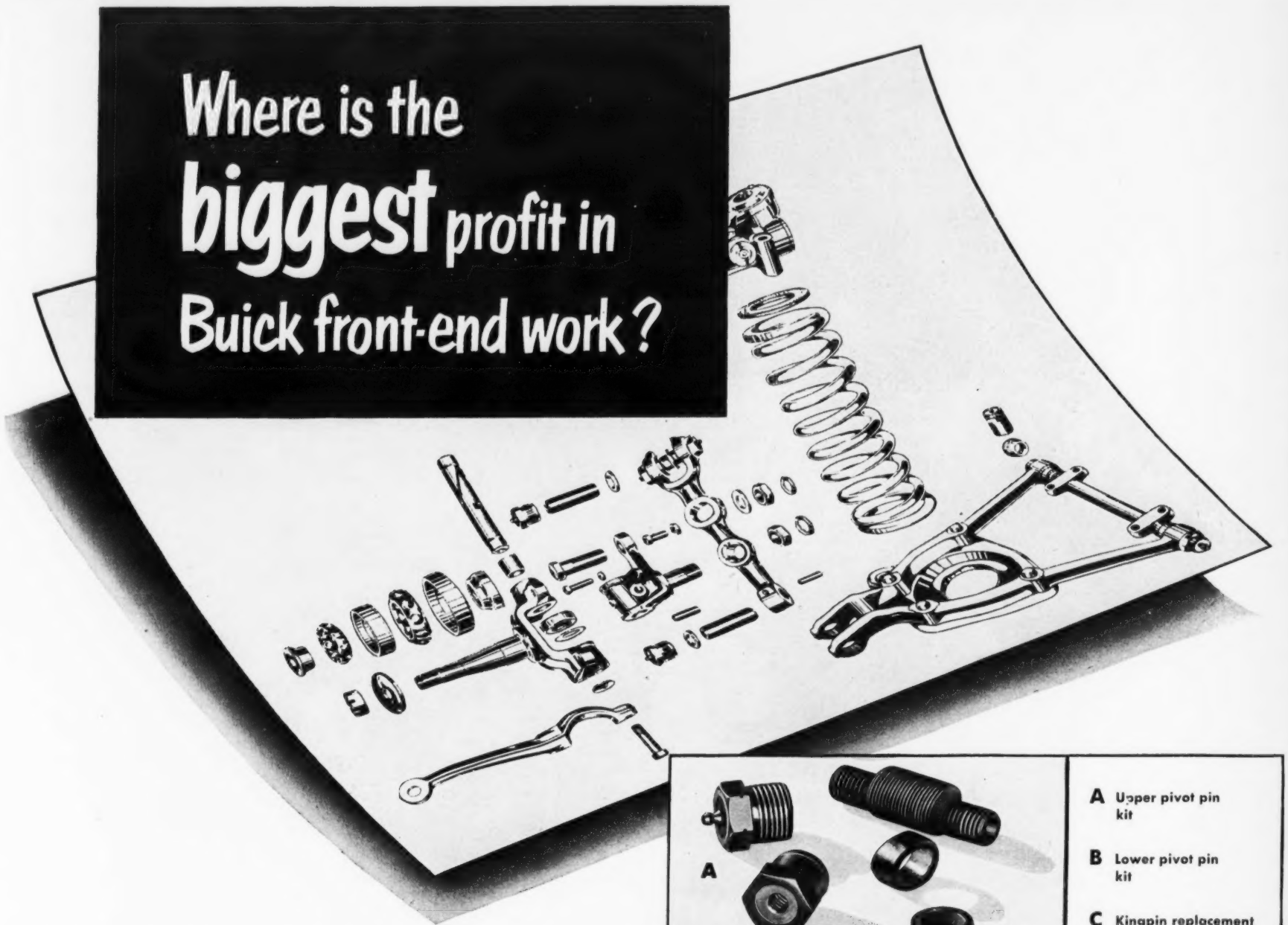
Diversion of Highway User Funds by States

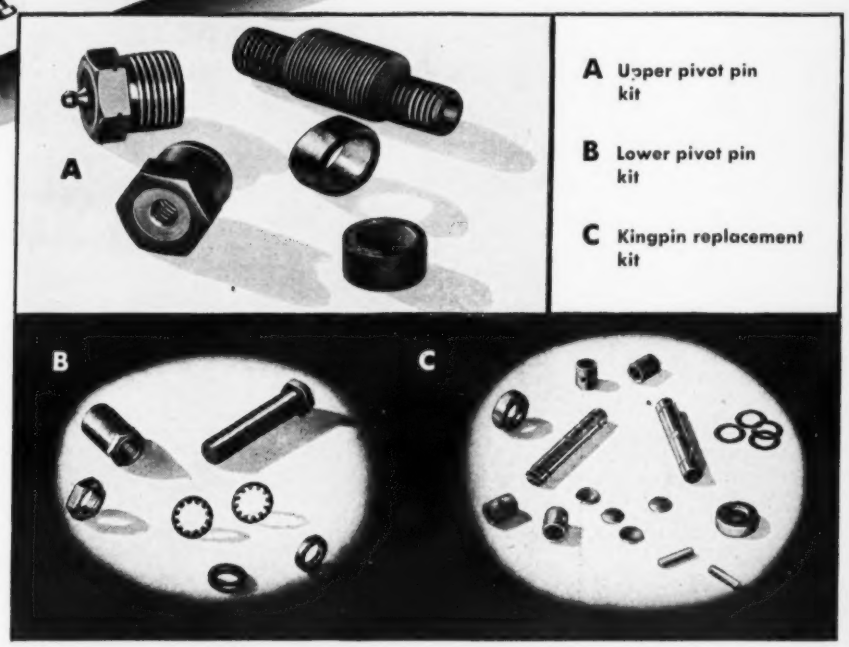
(Thousand Dollars)

STATE	1924 to 1933	1934	1935	1936	1937	1938	1939	1940	1941	1942	1943	1944	1945	1946	1947	1948	1949	Total
Alabama	$ 10	$ 689	$ 653	$ 725	$ 740	$ 723	$ 773	$ 834	$ 1,002	$ 971	$ 920	$ 973	$ 995	$ 1,174	$ 1,343	$ 1,492	$ 1,956	$ 15,973
Arizona	148	307	192	7	7	5	2	....	....	....	....	....	....	....	....	....	....	668
Arkansas	316	250	....	77	82	19	....	....	94	98	....	....	....	55	45	194	216	1,446
California	32	22	1,283	5,427	10,157	11,981	12,289	13,989	17,724	16,860	16,063	19,211	7,442	9,502	31,618	33,142	38,977	245,719
Colorado	552	2,795	984	....	....	....	....	....	....	....	....	....	....	....	....	....	....	4,331
Connecticut	....	104	103	123	....	....	....	1	....	....	....	....	....	....	....	....	....	331
Delaware	....	....	561	....	226	244	17	26	1,559	859	293	503	240	220	67	1,042	....	5,857
Dist. of Columbia	3,650	630	915	932	942	607	220	255	268	313	330	337	382	450	466	1,242	1,688	13,627
Florida	26,095	6,327	6,987	7,802	9,023	9,344	10,002	10,998	12,535	13,053	12,077	12,813	14,116	17,998	20,752	23,141	26,205	239,268
Georgia	16,082	2,388	5,582	2,901	3,240	3,255	7,472	3,816	6,410	4,732	6,622	....	3,310	5,820	13,655	....	18,030	103,315
Idaho	29	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	29
Illinois	3,878	8,558	7,506	7,412	7,683	9,472	6,868	6,985	4,919	4,694	4,729	2,700	2,117	....	576	....	440	78,537
Indiana	1,376	1,913	2,434	3,356	3,039	1,823	1,626	1,715	1,840	1,763	431	396	451	587	632	705	765	24,852
Iowa	1,105	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	1,105
Kansas	13	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	13
Kentucky	....	....	....	799	1,825	1,261	1,487	1,837	2,092	841	747	777	904	....	....	....	....	12,570
Louisiana	5,326	1,782	1,869	3,487	6,866	7,095	8,217	6,248	7,431	5,662	5,086	5,272	....	7,245	3,189	4,301	....	79,076
Maine	....	....	....	....	....	....	....	142	....	....	....	....	....	....	12	1	....	155
Maryland	300	123	463	538	963	424	644	1,335	1,688	517	395	357	395	1,620	....	....	....	9,762
Massachusetts	8,212	10,051	10,262	6,126	8,568	1,847	1,880	1,263	934	1,278	869	820	364	....	67	81	....	52,622
Michigan	455	384	352	342	277	249	151	....	....	....	....	....	....	....	....	....	....	2,210
Minnesota	304	54	156	194	165	142	163	247	209	89	30	277	47	239	328	93	368	3,105
Mississippi	2	265	1	....	....	....	....	....	....	....	....	....	....	....	23	....	....	291
Missouri	....	....	....	66	74	67	79	88	116	48	66	65	19	....	....	....	....	688
Montana	802	....	....	....	....	6	....	....	....	105	4	4	6	19	....	24	13	983
Nebraska	....	....	1,113	2,238	1,230	1,100	1,759	2,322	2,455	2,311	2,024	2,037	2,421	3,078	2,244	....	238	26,570
Nevada	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
New Hampshire	471	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	471
New Jersey	14,870	4,177	5,701	13,275	14,639	10,946	11,582	11,490	11,709	10,013	8,766	3,489	18565	617	609	690	660	141,798
New Mexico	862	297	391	480	582	559	491	616	678	587	537	530	550	739	901	556	859	10,215
New York	104,365	45,426	58,527	59,790	39,973	44,860	60,370	63,982	64,385	62,934	33,421	36,095	....	....	36,148	71,444	27,653	809,373
North Carolina	....	1 683	1,757	2,432	1,394	951	1,028	1,133	1,411	1,185	1,064	948	1,241	1,674	1,863	2,010	2,160	23,934
North Dakota	2,393	1,100	906	5	14	13	26	3	6	2	....	....	....	....	....	....	....	4,468
Ohio	4,989	9,424	9,727	11,470	12,391	12,266	13,521	13,289	15,438	13,948	11,122	4,080	7,593	9,169	7,216	....	....	155,643
Oklahoma	4,729	3,181	3,494	3,882	1,858	4	150	232	2,779	8,559	7,091	7,552	2,370	....	6,677	....	1,311	53,869
Oregon	....	....	....	238	75	....	....	139	155	68	56	....	....	....	274	195	433	1,633
Pennsylvania	14,234	157	5,161	12,607	14,356	13,940	15,153	15,824	16,327	14,057	10,965	10,762	6,343	28	33	19	29	149,995
Rhode Island	1,336	698	672	1,995	1,976	3,605	4,202	3,942	4,604	4,054	3,078	2,684	2,321	3,371	4,810	4,023	4,795	52,166
South Carolina	962	6	141	154	184	190	176	217	366	542	376	519	562	677	737	822	896	7,527
South Dakota	1,405	1,907	2,357	2,131	1,838	414	499	107	172	59	46	49	41	61	88	120	52	11,346
Tennessee	1,729	3,323	2,658	3,654	2,494	3,165	3,641	7,932	7,379	7,014	7,112	4,988	7,808	6,229	7,318	5,084	....	81,528
Texas	46,263	7,887	8,290	9,307	10,246	10,466	11,096	11,586	14,444	13,400	11,187	11,938	13,780	19,442	24,489	28,601	26,265	278,687
Utah	....	38	....	45	76	80	49	37	10	355	462	200	666	637	301	....	....	2,956
Vermont	....	....	....	....	30	29	29	28	27	26	25	24	24	23	29	27	10	331
Virginia	....	58	29	30	35	72	13	9	....	7	83	36	....	77	73	132	....	654
Washington	869	948	825	942	1,005	1,015	999	1,072	1,393	1,221	203	223	111	....	....	6,092	7,864	24,782
West Virginia	317	....	2	....	....	....	....	....	....	....	....	....	....	....	....	....	....	319
Wisconsin	3,949	5,198	5,089	4,355	4,809	5,277	4,980	12,840	12,480	11,940	9,175	7,843	4,650	3,827	3,935	4,097	4,228	108,672
Wyoming	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....	....
TOTAL	$272,430	$122,150	$147,143	$169,344	$163,082	$157,516	$181,654	$196,579	$215,039	$204,165	$155,455	$138,502	$99,834	$94,578	$170,518	$189,370	$166,111	$2,843,470

Source: National Highway Users Conference

Where is the biggest profit in Buick front-end work?





A Upper pivot pin kit

B Lower pivot pin kit

C Kingpin replacement kit

Whether you're doing wreck repair or replacement due to wear—on any Buick front-end work, there is one rule to follow, and 4 profitable reasons why:

Use only Buick Factory-Engineered Parts on the job. *Because*—

(1) Buick Parts are competitively priced and cost you no more than substitutes which may not be up to Buick specifications and standards.

(2) The job goes together easily—saves your time, which means money. And during that final, delicate, ticklish lining up (whether you do it yourself or send it out)—Buick Parts save still more time.

(3) You can buy handy *kits* for most replacements, such as pins and bushings—every piece you need, factory-packed and sealed. No time lost hunting around in bins and boxes!

(4) Your customers get an entirely satisfactory job. So you protect your own good name, while avoiding complaints and comebacks.

ENGINEER APPROVED ACCESSORIES

BUICK

FACTORY ENGINEERED PARTS

You get the biggest profits out of Buick repair work when you use Buick Factory-Engineered Parts. Get them from your nearest Buick dealer.

Better work with Buick parts | **see your Buick dealer**

The Automotive Industry Picture in Canada

Production

Canadian Vehicle Production

By Months, 1948-1950

	1948	1949	1950
January	16,715	13,863	28,527
February	16,382	17,197	30,137
March	27,112	25,566	30,051
April	24,243	26,685	26,386
May	21,368	26,708	35,281
June	23,362	30,096	41,383
July	15,106	25,383	40,131
August	16,959	20,475	24,272
September	23,775	30,894	38,035
October	25,057	28,125	35,573
November	26,794	19,721	30,322
December	27,305	25,921	30,738
Total	264,178	290,634	390,836

Source: Canadian Automobile Chamber of Commerce.

1950 Canadian Vehicle Production

For Domestic Use and Export

	Factory shipments of Made-in-Canada Vehicles			Shipments of Vehicles Imported from United States
	For Sale in Canada	For Export	Total	
	(Number of units)			
PASSENGER CARS—				
Convertible cars:				
Coupe, roadster	2,431	34	2,465	141
Sedan, touring	....	....	....	58
Permanent closed cars:				
Coupe	22,876	487	23,363	58
2-door sedan	68,841	199	69,040	260
4-door sedan	163,714	8,545	172,259	2,322
Other closed	2,789	17	2,806	638
Chassis (sold without bodies)	2	14,862	14,864	....
Total Passenger Cars	260,653	24,144	284,797	3,477
COMMERCIAL VEHICLES (including Trucks, Buses and Chassis) Maximum Gross Vehicle Weight in Pounds:				
5,000 and less	49,557	4,320	53,877	833
5,001-10,000	21,752	1,110	22,862	508
10,001-14,000	6,901	1,974	8,875	2
14,001-16,000	13,651	1,756	15,407	14
16,001-19,500	2,433	....	2,433	44
19,501-26,000	1,110	5	1,115	254
Over 26,000	849	....	849	279
Total Trucks	96,253	9,165	105,418	1,934
Total Coaches or Buses	621	....	621	10
Total Commercial Vehicles	96,874	9,165	106,039	1,944
TOTAL PASSENGER AND COMMERCIAL	357,527	33,309	390,836	5,421

NOTE: Preliminary figures on sales of British-made vehicles during the months of 1950 totaled 60,260 passenger cars and 4,530 trucks and buses.

Source: Canadian Automobile Chamber of Commerce.

1949 Canadian Vehicle Production

For Domestic Use and Export

	Factory Shipments of Made-in-Canada Vehicles			Shipments of Vehicles Imported from United States
	For Sale in Canada	For Export	Total	
	Number of Units			
PASSENGER CARS—				
Convertible Cars:				
Coupe, roadster	.....	.....	.....	68
Sedan, touring	.....	.....	.....	111
Permanent Closed Cars:				
Coupe	21,656	397	22,053	69
2-Door Sedan	47,840	102	47,942	2,189
4-Door Sedan	106,083	6,443	112,526	4,545
Other Closed Cars	1,478	.....	1,478	322
Chassis (sold without bodies)	3	9,554	9,557	.....
Total Passenger Cars	177,060	16,496	193,556	7,304
Commercial Vehicles (including Trucks, Buses and Chassis) Maximum Gross Vehicle Weight in Pounds:				
5,000 and less	40,248	4,622	44,870	1,604
5,001-10,000	21,105	1,277	22,382	775
10,001-14,000	7,946	6,212	14,158	38
14,001-16,000	12,040	1,187	13,227	52
16,001-19,500	2,120	4	2,124	100
19,501-26,000	928	5	933	140
Over 26,000	603	6	609	106
Total Trucks	84,990	13,313	98,303	2,815
Total Coaches or Buses	725	.....	725	18
Total Commercial Vehicles	85,715	13,313	99,028	2,833
TOTAL PASSENGER AND COMMERCIAL	262,775	29,809	292,584	10,137

Sales

Canadian New Motor Vehicle Sales by Provinces in 1947-50

PROVINCE	Passenger Cars Number	Passenger Cars Retail Value	Trucks and Buses Number	Trucks and Buses Retail Value	Total, Cars Trucks and Buses Number	Total, Cars Trucks and Buses Retail Value
1947:						
CANADA	156,026	$276,261,586	67,119	$126,045,087	223,145	$402,306,673
Maritimes	11,882	$ 20,480,150	7,287	$ 12,795,865	19,169	$ 33,276,015
Quebec	28,185	51,782,730	12,010	24,085,901	40,195	75,868,631
Ontario	72,074	128,207,819	24,468	47,128,852	96,542	175,336,671
Manitoba	8,261	14,274,162	4,296	7,658,497	12,557	21,932,659
Saskatchewan	10,268	17,236,437	6,497	10,765,627	16,765	28,002,064
Alberta	11,634	20,080,951	6,999	12,618,707	18,633	32,699,658
British Columbia	13,722	24,199,337	5,562	10,991,638	19,284	35,190,975
1948:						
CANADA	145,655	$282,903,958	75,645	$156,313,030	221,300	$439,216,988
Maritimes	11,142	$ 21,325,039	7,070	$ 14,305,774	18,212	$ 35,630,813
Quebec	26,266	51,330,469	14,510	31,390,077	40,776	82,720,546
Ontario	67,000	130,599,169	27,472	55,301,446	94,472	185,900,615
Manitoba	8,190	15,902,023	4,751	9,425,649	12,941	25,327,672
Saskatchewan	9,562	18,349,231	7,274	13,392,584	16,836	31,741,815
Alberta	10,959	21,174,537	7,889	17,061,615	18,848	38,236,152
British Columbia	12,536	24,223,490	6,679	15,435,885	19,215	39,659,375
1949:						
CANADA	202,318	$412,297,863	84,023	$176,426,822	286,341	$588,724,685
Maritimes	15,850	$ 31,674,470	7,460	$ 14,393,697	23,310	$ 46,068,167
Quebec	36,782	76,603,862	14,192	31,343,200	50,974	107,947,062
Ontario	90,272	184,298,230	29,480	61,233,012	119,752	245,531,242
Manitoba	11,081	22,442,608	6,208	12,101,493	17,289	34,544,101
Saskatchewan	13,081	26,868,603	9,280	18,549,878	22,361	45,418,481
Alberta	14,994	30,642,810	10,611	22,695,391	25,605	53,338,201
British Columbia	20,258	39,767,280	6,792	16,110,151	27,050	55,877,431
1950:						
CANADA	322,991	$658,242,803	104,349	$219,721,658	427,340	$877,964,461
Maritimes	25,658	$ 50,298,169	8,496	$ 16,346,009	34,154	$ 66,644,178
Quebec	57,179	118,578,473	18,180	41,714,433	75,359	160,292,906
Ontario	142,689	294,666,302	37,106	78,048,236	179,795	372,714,538
Manitoba	16,849	34,237,788	6,655	13,705,945	23,504	47,943,733
Saskatchewan	19,094	39,154,825	12,201	23,346,929	31,295	62,501,754
Alberta	25,618	52,627,649	13,346	26,897,430	38,964	79,525,079
British Columbia	35,904	68,679,597	8,365	19,662,676	44,269	88,342,273

Source: Canadian Automobile Chamber of Commerce.

Canadian New Motor Vehicle Sales by Months, 1948-50

MONTH	Passenger Cars Number	Passenger Cars Retail Value	Trucks and Buses Number	Trucks and Buses Retail Value	Total, Cars Trucks and Buses Number	Total, Cars Trucks and Buses Retail Value
1948:						
January	9,324	$ 17,207,853	4,344	$ 8,526,219	13,668	$ 25,734,072
February	8,104	15,274,949	5,134	10,243,249	13,238	25,518,198
March	13,492	25,581,165	7,395	14,086,341	20,887	39,667,506
April	11,603	22,169,940	7,404	13,995,058	19,007	36,164,998
May	10,688	21,017,528	7,720	14,981,434	18,408	35,998,962
June	12,463	25,207,534	8,738	16,438,826	21,201	41,646,360
July	9,683	20,106,691	5,840	10,900,435	15,523	31,007,126
August	9,213	18,354,411	3,974	7,861,837	13,187	26,216,248
September	12,988	25,483,940	5,666	10,739,369	18,654	36,223,309
October	14,520	28,019,353	6,021	11,776,572	20,541	39,795,925
November	15,102	29,247,937	6,682	12,738,153	21,784	41,986,090
December	14,840	29,027,336	6,181	12,030,273	21,021	41,057,609
January-December, 1948	142,020	$276,698,637	75,099	$144,317,766	217,119	$421,016,403
1949:						
January	6,537	$ 13,774,215	5,301	$ 11,611,785	11,838	$ 25,386,000
February	8,833	18,984,736	6,468	13,999,408	15,301	32,984,144
March	17,401	36,565,035	7,653	16,075,323	25,054	52,640,358
April	20,764	42,523,598	8,550	18,332,770	29,314	60,856,368
May	19,692	40,397,359	8,693	19,179,204	28,385	59,576,563
June	20,035	41,327,598	7,794	16,218,509	27,829	57,546,107
July	22,057	44,909,873	7,120	14,385,068	29,177	59,294,941
August	13,083	26,215,678	5,478	10,870,050	18,561	37,085,728
September	20,487	41,451,070	7,752	15,205,771	28,239	56,656,841
October	22,548	45,089,840	8,174	16,504,063	30,722	61,593,903
November	14,260	28,139,733	5,440	12,161,148	19,700	40,300,881
December	16,621	32,919,128	5,600	11,883,723	22,221	44,802,851
January-December, 1949	202,318	$412,297,863	84,023	$176,426,822	286,341	$588,724,685
1950:						
January	20,809	$ 41,752,682	5,784	$ 11,962,296	26,593	$ 53,714,978
February	23,310	46,176,023	6,187	12,405,002	29,497	58,581,025
March	26,952	53,173,502	7,540	15,593,266	34,492	68,766,768
April	27,641	54,392,441	8,765	17,971,287	36,406	72,363,728
May	30,409	60,336,113	10,173	21,242,193	40,582	81,578,306
June	35,145	69,891,360	10,669	23,584,226	45,814	93,475,586
July	33,137	67,207,026	10,908	22,200,554	44,045	89,407,580
August	23,075	46,707,998	9,296	20,418,541	32,371	67,126,539
September	28,215	60,020,515	10,835	22,931,581	39,050	82,952,096
October	26,281	54,199,768	9,498	19,915,277	35,779	74,115,045
November	24,953	54,524,225	7,927	17,144,654	32,880	71,668,879
December	22,668	49,086,541	6,641	14,110,316	29,309	63,196,857
January-December, 1950	322,991	$658,242,803	104,349	$219,721,658	427,340	$877,964,461

Source: Canadian Automobile Chamber of Commerce

Goodall Automotive Fabrics Withstand Punishing Tests

A 50-pound sandbag was dragged across this seat fabric 140,000 times—subjecting it to grueling wear and tear far more severe than it would ever receive in normal use. Yet this Goodall Fabric was not injured! The ability to produce fabrics of outstanding durability is one reason why Goodall has been a leading supplier to the automotive field for over 50 years.

And Their Luxurious Beauty Satisfies Exacting Tastes

RICHER TEXTURED FABRICS attract women to the car upholstered in Goodall's beautiful modern weaves. You'll see them in the leading makes of cars because motordom's top designers constantly work with Goodall, one of America's largest producers of fabrics.

Goodall fabrics
THE FINEST NAME IN FABRICS

give more appeal to car interiors

© 1950, Goodall Fabrics, Inc.
(Subsidiary, Goodall-Sanford, Inc.)

Sole Makers of World-Famous PALM BEACH* Cloth
*Registered Trade Mark

GOODALL FABRICS, INC.
AUTOMOTIVE DIVISION • 1703 FISHER BUILDING
DETROIT 2, MICH.

Passenger-Car Dealers in U. S.

1951 vs. 1950 and 1941

(Estimated by Automotive News)

	1951	1950	1941
CHRYSLER CORP.	10,666†	10,574†	10,401†
Chrysler-Plymouth	3,470	3,397	3,404
DeSoto-Plymouth	3,165	3,136	2,880
Dodge-Plymouth	4,031	4,041	4,117
FORD MOTOR CO.	8,082†	7,817†	6,850†
Ford	6,407	6,399	5,800
Lincoln-Mercury & Mercury	1,170	998	1,050
Mercury-Ford & Ford-L-M	505	420	....
GENERAL MOTORS CORP.	20,883†	20,547†	18,703
Buick	3,475*	3,356*	2,850*
Cadillac	1,667*	1,625*	1,070*
Chevrolet	7,550	7,504	8,000
Oldsmobile	3,925	3,828	3,204*
Pontiac	4,266*	4,234*	3,579*
CROSLEY	606*	720*	550
HUDSON	2,350*	2,182*	2,700*
KAISER-FRAZER	2,790*	3,155*	....
NASH	1,423	1,298	1,723
PACKARD	1,565*	1,564*	1,724*
STUDEBAKER	2,800	2,625	3,100
WILLYS-OVERLAND	2,185*	2,465*	1,585*
Total U. S. Franchises	53,350	52,947	47,336
Minus Dual Franchises	5,807	6,126	4,050
Net Grand Total U. S. Dealerships	47,543	46,821	43,286

†Includes duals. *Includes Distributors

Sales Record on Trucks

1929	527,057
1930	410,699
1931	313,884
1932	180,413
1933	245,869
1934	403,886
1935	510,683
1936	611,644
1937	618,249
1938	365,349
1939	486,748
1940	559,150
1941	640,697
1946	625,249
1947	879,132
1948	1,035,174
1949	961,961
1950	1,142,307

State and City Populations

(Preliminary '50 Census Figures)

States

State	1950	1940	Gain or Loss
Ala.	3,052,395	2,832,961	7.7
Ariz.	742,364	499,261	48.7
Ark.	1,900,246	1,949,387	—2
Calif.	10,472,348	6,907,387	51.6
Colo.	1,315,206	1,123,296	17.1
Conn.	1,994,818	1,709,242	16.7
Dela.	316,709	266,505	18.8
D. of C.	792,234	663,091	19.5
Fla.	2,734,086	1,897,414	44.1
Ga.	3,418,120	3,123,723	9.4
Idaho	586,037	524,873	11.7
Ill.	8,696,490	7,897,241	10.1
Ind.	3,917,904	3,427,796	14.3
Iowa	2,609,748	2,538,268	2.8
Kans.	1,898,519	1,801,028	5.4
Ky.	2,931,588	2,845,627	3.0
La.	2,669,043	2,363,880	12.9
Maine	907,205	847,226	7.1
Md.	2,322,657	1,821,244	27.5
Mass.	4,711,753	4,316,721	9.2
Mich.	6,334,172	5,256,106	20.5
Minn.	2,967,210	2,792,300	6.3
Miss.	2,171,806	2,183,796	—1.0
Mo.	3,924,220	3,784,665	3.7
Mont.	587,196	559,456	5.0
Neb.	1,308,394	1,315,834	—0.5
Nev.	158,378	110,247	43.7
N. Hamp.	529,881	491,524	7.8
N. J.	4,821,880	4,160,165	15.9
N. Mex.	677,099	531,818	27.3
N. Y.	14,743,210	13,479,142	9.4
N. Car.	4,034,858	3,571,623	13.0
N. Dak.	616,185	641,935	—4.0
Ohio	7,901,791	6,907,612	14.4
Okla.	2,230,253	2,336,434	—0.3
Ore.	1,510,148	1,089,684	38.6
Penn.	10,435,965	9,900,180	5.4
R. I.	786,324	713,346	10.2
So. Car.	2,107,813	1,899,804	10.9
So. Dak.	650,025	642,961	1.1
Tenn.	3,280,575	2,915,841	12.5
Texas	7,677,060	6,414,824	19.7
Utah	686,842	550,310	24.8
Vt.	375,786	359,231	4.6
Va.	3,247,781	2,677,773	21.3
Wash.	2,361,261	1,736,191	36.0
W. Va.	1,998,536	1,901,974	5.1
Wis.	3,417,372	3,137,587	8.9
Wyo.	288,707	250,742	15.1

(Note: The percentage of decrease shown in the above table for the states of Arkansas, Mississippi, Nebraska, North Dakota and Oklahoma is approximate.)

Cities

1. New York	7,841,023	26. Memphis	394,025
2. Chicago	3,631,835	27. Oakland, Calif.	382,463
3. Philadelphia	2,057,210	28. Columbus, O.	373,821
4. Los Angeles	1,954,036	29. Louisville	371,859
5. Detroit	1,837,613	30. Portland, Ore.	371,009
6. Baltimore	939,865	31. Rochester, N. Y.	331,292
7. Cleveland	909,546	32. Atlanta	326,962
8. St. Louis	852,253	33. San Diego	321,485
9. Washington	792,234	34. St. Paul	310,155
10. Boston	788,552	35. Toledo, O.	301,372
11. San Francisco	760,439	36. Jersey City	300,447
12. Pittsburgh	673,756	37. Birmingham	298,747
13. Milwaukee	632,938	38. Fort Worth	277,049
14. Houston	593,600	39. Akron	273,189
15. Buffalo	576,506	40. Providence, R. I.	254,027
16. New Orleans	568,407	41. Omaha	247,397
17. Minneapolis	517,410	42. Miami	247,262
18. Cincinnati	499,749	43. Long Beach, Calif.	243,921
19. Seattle	462,981	44. Dayton, O.	243,108
20. Kansas City	453,290	45. Oklahoma City	242,450
21. Newark	437,833	46. Richmond	229,897
22. Dallas	432,805	47. Syracuse, N. Y.	220,067
23. Indianapolis	424,683	48. Worcester, Mass.	201,875
24. Denver	412,823	49. Jacksonville, Fla.	198,880
25. San Antonio	405,973	50. Norfolk, Va.	182,377

New-Car Dealer Totals by States

(Latest figures from U. S. Dept. of Commerce)

Geographic division and State	Establishments (Number)		Sales, entire year (Thousand dollars)		Pay roll, entire year 1948	Unincorporated businesses		Paid employes, workweek ended nearest Nov. 15, 1948	
	1948	1939	1948	1939	(Thousand dollars)	Active proprietors, Nov. 1948 (Number)	Unpaid family workers, Nov. 1948 (Number)	Total (Number)	Full workweek (Number)
United States, total	43,999	33,609	15,952,781	4,810,245	1,584,430	37,290	8,499	519,378	503,014
New England	2,635	2,185	906,420	331,282	96,927	1,384	267	31,599	30,416
Maine	337	304	89,046	34,681	8,776	214	49	3,275	3,094
New Hampshire	232	199	51,673	22,478	5,367	147	35	2,106	2,020
Vermont	187	155	48,176	18,356	5,040	122	25	1,899	1,847
Massachusetts	1,169	941	422,381	158,426	45,646	549	93	14,741	14,244
Rhode Island	187	145	77,207	23,860	7,418	109	23	2,343	2,214
Connecticut	523	441	217,937	73,481	24,680	243	42	7,235	6,997
Middle Atlantic	6,941	5,608	2,720,185	898,092	262,657	5,211	1,109	81,965	79,775
New York	2,771	2,311	1,198,059	418,304	114,937	1,803	382	32,982	32,100
New Jersey	1,092	842	469,798	159,085	46,999	615	125	13,301	13,056
Pennsylvania	3,078	2,455	1,052,328	302,703	100,721	2,793	602	35,682	34,619
East North Central	9,701	8,176	3,682,853	1,087,800	364,004	8,001	2,017	109,559	105,379
Ohio	2,343	2,097	902,804	282,804	93,527	1,802	477	28,482	27,468
Indiana	1,408	1,165	464,786	138,793	45,349	1,197	288	15,014	14,465
Illinois	2,509	2,092	1,028,130	308,126	99,820	2,113	508	28,703	27,553
Michigan	1,900	1,493	877,018	236,481	85,168	1,551	435	24,017	23,255
Wisconsin	1,541	1,329	410,203	121,596	40,140	1,338	309	13,343	12,638
West North Central	6,525	5,286	1,844,434	517,447	167,679	6,458	1,582	60,243	58,124
Minnesota	1,340	1,124	378,079	113,049	37,313	1,301	320	12,605	12,114
Iowa	1,378	1,224	351,297	109,711	31,427	1,397	301	11,561	11,100
Missouri	1,289	970	453,720	129,523	41,873	1,131	268	14,438	14,028
North Dakota	383	280	101,686	24,290	8,991	408	97	3,302	3,198
South Dakota	379	300	89,619	23,783	7,564	385	138	2,875	2,728
Nebraska	689	550	185,958	48,817	15,540	753	153	5,947	5,729
Kansas	1,067	838	284,075	68,274	24,971	1,083	305	9,515	9,227
South Atlantic	5,144	3,474	1,867,998	557,890	192,191	3,583	778	69,460	67,482
Delaware	99	64	49,564	14,451	4,563	82	25	1,432	1,402
Maryland	485	376	218,920	67,919	23,672	358	91	7,589	7,254
District of Columbia	78	68	107,892	40,478	13,386	17	1	3,453	3,359
Virginia	894	589	293,614	78,226	29,687	638	145	11,567	11,213
West Virginia	560	414	160,228	46,725	15,840	374	101	5,926	5,705
North Carolina	1,019	647	323,057	95,339	32,422	674	145	12,809	12,435
South Carolina	514	342	160,768	48,924	15,514	332	51	6,114	5,969
Georgia	863	535	287,455	81,381	27,796	675	119	10,869	10,575
Florida	632	439	266,500	84,447	29,311	433	100	9,701	9,570
East South Central	2,749	1,661	925,232	248,919	81,919	2,628	556	32,463	31,463
Kentucky	779	529	235,660	64,667	20,418	774	179	8,090	7,756
Tennessee	742	426	284,176	75,800	24,655	716	132	9,212	8,959
Alabama	595	357	224,382	64,335	21,285	548	100	8,609	8,399
Mississippi	633	349	181,014	44,117	15,561	590	145	6,552	6,349
West South Central	4,632	2,977	1,541,065	449,376	142,084	4,724	1,035	52,446	51,211
Arkansas	550	335	166,720	47,324	14,567	552	131	5,818	5,691
Louisiana	561	331	208,669	62,212	21,158	504	103	7,999	7,847
Oklahoma	897	639	242,600	81,741	21,672	969	210	8,413	8,206
Texas	2,624	1,672	923,076	258,099	84,687	2,699	591	30,216	29,467
Mountain	2,231	1,584	658,868	206,905	67,741	2,076	499	23,664	22,719
Montana	373	275	96,221	33,949	9,105	328	77	3,290	3,111
Idaho	347	234	90,431	28,364	9,130	348	95	3,358	3,237
Wyoming	237	164	54,857	17,124	5,398	221	53	1,955	1,889
Colorado	511	414	169,389	54,935	17,971	471	130	6,073	5,877
New Mexico	232	155	68,863	21,142	7,572	226	53	2,757	2,652
Arizona	198	126	73,102	20,815	8,034	178	31	2,648	2,558
Utah	237	163	78,077	22,326	7,732	219	40	2,781	2,620
Nevada	96	53	27,928	8,250	2,799	85	20	802	775
Pacific	3,441	2,658	1,805,726	512,534	209,228	3,225	656	57,979	56,445
Washington	690	536	298,127	84,494	36,312	651	176	10,208	9,869
Oregon	504	356	228,537	62,043	23,301	530	123	7,221	6,996
California	2,247	1,766	1,279,062	365,997	149,615	2,044	357	40,550	39,580

Motor Truck Factory Sales by Gross Vehicle Weight

(Net Total, U. S. and Canada)

	5,000 lbs. and less	5,001-10,000	10,001-14,000	14,001-16,000	16,001-19,500	19,501-26,000	Over 26,000 lbs.	Total
December, 1949	35,886	15,330	6,024	9,660	3,392	1,959	1,744	73,995
12 Months 1949	559,711	299,051	96,833	188,365	39,551	24,791	17,652	1,225,954
January, 1950	46,637	22,643	8,318	16,336	3,282	2,123	1,568	100,907
February	45,835	20,357	7,906	15,857	3,456	2,549	1,658	97,618
March	55,272	24,008	9,453	19,556	4,447	4,011	2,179	118,926
April	53,510	21,932	7,352	18,259	4,117	3,773	2,402	111,345
May	61,791	26,356	9,662	21,660	5,326	4,203	2,544	131,542
June	68,760	29,128	10,720	25,264	5,823	4,133	2,998	146,826
July	57,679	25,559	8,556	18,392	5,433	4,088	2,850	122,557
August	65,962	27,713	9,524	22,914	6,526	6,004	3,043	141,686
September	61,951	18,833	7,080	18,369	3,886	3,891	2,250	116,260
October	55,143	29,233	6,376	17,733	3,731	4,072	2,152	118,440
November	49,611	19,047	5,968	18,832	4,880	4,353	2,654	105,345
December	59,135	23,829	6,867	22,029	5,720	5,228	3,212	126,020
12 Months 1950	681,286	288,638	97,782	235,201	56,627	48,428	29,510	1,437,472

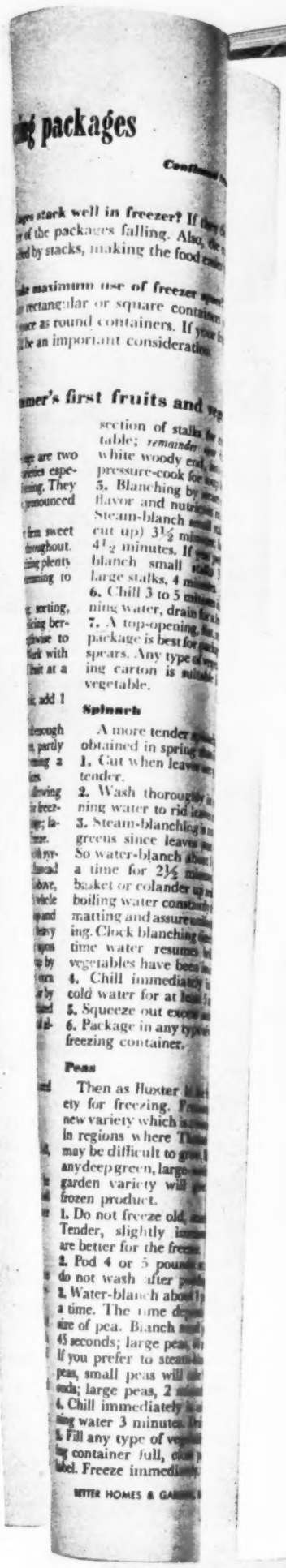
Source: Automobile Manufacturers Assn.

An ad we were proud to prepare

The "Key" campaign, which has been running for more than two years, has helped, we believe, to build a real pride of possession in the GM key and the car.

And now, with people looking for solid, enduring quality, we decided to stress this feeling—especially since we're rather proud that it exists, and we think that GM dealers are proud of it, too.

Here's the resultant advertisement—one more bit of help for those who sell GM cars. You can see it in most national magazines in full color, often as a two-page spread.



A key you can be proud to carry

THE KEY TO A GENERAL MOTORS CAR

YOUR KEY TO GREATER VALUE

As you can tell from the letters GM stamped upon it, this is the key to a General Motors car.

If you look closer you will also see that it carries the inscription "Your Key to Greater Value." That is something you can prove for yourself.

For on the road today you will see many evidences of enduring value in current models of Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac and GMC Truck—*the cars and trucks built by General Motors.*

These fine vehicles incorporate many exclusive improvements in design and performance that stem from years of development work by GM Research, by GM Engineering and by GM Production men to produce better transportation.

We ask only that you compare these staunch cars and trucks with others.

You'll find good reason to be proud you bought a GM car, both today and in time to come.

GENERAL MOTORS

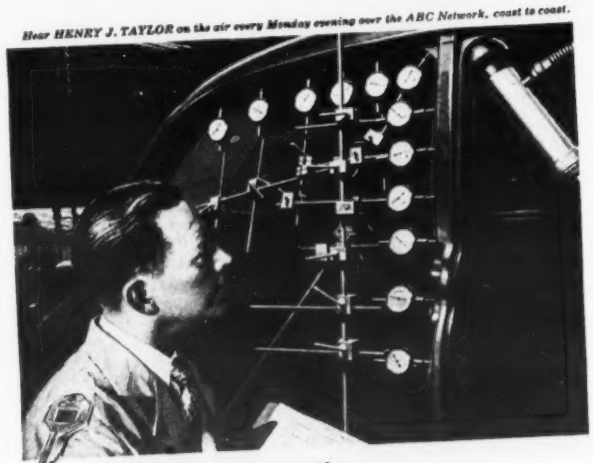
"MORE AND BETTER THINGS FOR MORE PEOPLE"

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC
BODY BY FISHER • GMC TRUCK & COACH

Hear HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.

Key to better research

HIGHER STANDARDS OF PERFORMANCE are a product of painstaking research—well illustrated by this "gold standard" method of checking the smoothness of metal surfaces in moving parts. Some must be machined finer than others, and GM Research employs 27 degrees of smoothness—or roughness as engineers call it—as standard manufacturing practice. These are measured by gold-plated master blocks, diamond-ruled to millionths of an inch. These golden master gauges give you a smoother-running car—a better value for your money.



Key to better engineering

SUPERIORITY IN DESIGN comes from infinite tests to check the staunchness of new body styles. Here, an engineer carefully measures strength around the door opening. The jack applies extreme pressure—and any minute deflections are instantly recorded by the closely spaced gauges. Test after test like this insure the rugged sturdiness and greater value of Body by Fisher—exclusively on GM cars.

Network Expenditure of Individual Passenger Car Advertisers, '41-'50

Advertiser	RADIO Total 1941	Total 1944	Total 1945	Total 1946	Total 1947	Total 1948	Total 1949	Total 1950	TELEVISION Total 1950
Buick	$.....	$.....	$.....	$.....	$.....	$.....	$.....	$.....	$.....
Cadillac	.....	.....	.....	.....	.....	.....	.....	.....	.....
Chevrolet	.....	.....	.....	.....	.....	127,539	7,850	40,100	233,021
Chrysler	1,172,542	782,064	780,148	336,672	231,717	819,306	898,176	904,908	257,820
Dodge	.....	.....	.....	.....	.....	.....	.....	.....	113,637
Fisher Body	.....	.....	.....	.....	.....	.....	4,022	4,278	.....
Ford	900,518	2,710,000	1,528,470	1,534,667	908,970	1,635,294	1,251,459	713,042	1,822,162
General Motors	6,431	999,219	1,158,392	1,483,220	978,487	1,048,500	603,420	616,510	462,940
Hudson	.....	.....	.....	.....	.....	.....	.....	.....	103,990
Kaiser-Frazer	.....	.....	.....	.....	244,114	957,708	726,486	.....	.....
Nash	.....	8,935	542,293	608,700	.....	86,148	.....	.....	.....
Oldsmobile	.....	.....	.....	.....	.....	.....	.....	.....	.....
Packard	.....	.....	.....	.....	.....	.....	.....	.....	242,895
Plymouth	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pontiac	.....	.....	.....	.....	.....	.....	21,500	.....	92,820
Studebaker	32,795	.....	.....	18,643	64,153	64,218	140,392	70,940	.....
Willys	.....	.....	.....	.....	.....	.....	.....	.....	.....
Miscellaneous	41,886	.....	.....	.....	.....	66,618*	.....	.....	.....
Total	$2,154,172	$4,500,218	$4,009,303	$3,981,902	$2,427,441	$4,805,331	$3,653,305	$2,349,778	$3,465,235

*Tucker Corp.
These figures represent rate of network facilities only.
Talent costs of programs are not included.

Used-Car Dealer Totals by States

(Latest figures from U. S. Dept. of Commerce)

Geographic division and State	Establishments (Number) 1948	1939	Sales, entire year (Thousand dollars) 1948	1939	Pay roll, entire year 1948 (Thousand dollars)	Unincorporated businesses: Active proprietors, Nov. 1948 (Number)	Unpaid family workers, Nov. 1948 (Number)	Paid employes, workweek ended nearest Nov. 15, 1948: Total (Number)	Full workweek (Number)
United States, total	16,874	6,980	2,441,377	193,790	90,410	17,782	3,260	32,059	29,155
New England	1,053	492	122,862	9,641	5,083	1,018	197	1,962	1,779
Maine	117	61	14,194	967	604	103	15	262	231
New Hampshire	55	28	5,422	471	287	55	16	123	113
Vermont	43	15	3,677	124	126	48	9	81	55
Massachusetts	435	166	47,242	3,793	1,893	423	80	757	685
Rhode Island	112	65	14,471	1,829	509	105	16	167	162
Connecticut	291	157	37,856	2,457	1,664	284	61	572	533
Middle Atlantic	2,632	1,071	422,905	32,905	14,672	2,662	447	5,104	4,692
New York	1,303	583	229,754	21,604	7,632	1,268	189	2,353	2,174
New Jersey	515	205	74,656	5,883	3,094	500	89	1,021	946
Pennsylvania	814	282	118,495	5,418	3,946	894	169	1,730	1,572
East North Central	3,485	1,546	544,390	47,240	21,529	3,652	704	6,811	6,121
Ohio	1,014	446	141,517	12,425	6,204	1,027	196	1,996	1,806
Indiana	457	174	65,108	3,955	2,249	472	83	804	716
Illinois	856	334	141,445	10,284	5,515	969	203	1,663	1,520
Michigan	868	438	152,075	17,163	5,755	900	162	1,739	1,557
Wisconsin	290	154	44,245	3,413	1,806	284	60	609	522
West North Central	1,756	788	222,746	17,165	7,464	1,898	362	2,941	2,614
Minnesota	274	123	46,624	3,589	1,669	272	49	507	457
Iowa	231	112	38,810	2,301	1,445	259	65	586	530
Missouri	624	292	69,142	6,986	2,199	651	104	946	834
North Dakota	37	9	6,521	130	218	43	9	85	80
South Dakota	78	52	9,076	907	293	79	11	124	99
Nebraska	205	63	27,141	1,278	819	241	35	333	297
Kansas	307	137	25,432	1,974	821	353	89	360	317
South Atlantic	2,040	611	295,084	17,690	11,243	2,112	388	4,473	4,151
Delaware	31	16	4,396	254	248	25	4	76	75
Maryland	211	89	24,987	2,466	1,268	223	44	523	459
District of Columbia	99	16	23,692	819	906	95	17	265	254
Virginia	237	51	37,171	1,878	1,686	232	28	666	633
West Virginia	183	36	26,791	852	1,023	183	44	392	350
North Carolina	277	79	31,361	1,398	982	326	66	484	444
South Carolina	230	95	29,841	2,130	943	245	45	434	407
Georgia	343	96	53,605	1,682	1,524	379	62	685	627
Florida	429	133	63,240	6,211	2,663	404	78	948	902
East South Central	832	174	138,612	4,331	4,605	945	162	1,954	1,749
Kentucky	153	61	22,682	1,257	989	187	31	382	312
Tennessee	354	64	62,692	1,995	1,953	409	72	800	728
Alabama	238	42	42,261	746	1,299	254	46	611	559
Mississippi	87	7	10,977	333	364	95	13	161	150
West South Central	2,125	824	277,658	22,959	6,840	2,378	402	3,181	2,891
Arkansas	226	34	26,169	852	589	253	50	320	291
Louisiana	236	58	42,547	3,678	996	259	35	472	438
Oklahoma	453	212	51,364	3,445	1,161	512	88	559	498
Texas	1,210	520	157,578	14,984	4,094	1,354	229	1,830	1,664
Mountain	698	273	80,137	4,346	2,936	751	148	1,103	962
Montana	31	15	3,452	309	177	32	7	68	48
Idaho	61	16	7,593	294	216	64	13	81	74
Wyoming	38	18	4,871	146	212	33	10	70	67
Colorado	256	136	29,026	2,358	966	283	64	390	326
New Mexico	87	26	6,579	378	200	97	16	88	80
Arizona	103	33	14,250	286	662	117	25	228	208
Utah	90	25	8,343	493	275	92	10	122	110
Nevada	32	4	6,023	82	228	33	3	56	49
Pacific	2,253	1,201	336,983	37,513	16,029	2,366	450	4,530	4,196
Washington	313	153	29,839	2,817	1,162	324	60	416	371
Oregon	241	69	29,089	1,739	784	297	54	285	264
California	1,699	979	278,055	32,957	14,083	1,745	336	3,829	3,561

Radio

1950 Network Gross Time Sales

	ABC	CBS	MBS	NBC	TOTAL
AUTOMOTIVE—CARS:					
Chrysler Corp.	$.....	$685,404	$.....	$219,504	$ 904,908
Ford Motor Co.	63,610	221,900	317,785	109,747	713,042
General Motors	620,788	40,100	.....	.....	660,888
Kaiser-Frazer Corp.	.....	.....	.....	.....	.....
Nash-Kelvinator Corp.	.....	.....	.....	.....	.....
Studebaker Corp.	.....	.....	.....	70,940	70,940
Total Cars	$684,398	$947,404	$317,785	$400,191	$2,349,778
COMMERCIAL VEHICLES:					
Fruehauf Trailer	$ 24,606	$.....	$.....	$.....	$ 24,606
International-Harvester	.....	.....	.....	478,591	478,591
Total Comm. Vehicles	$ 24,060	$.....	$.....	$478,591	$ 503,197
TIRES:					
Firestone	$.....	$.....	$.....	$792,540	$ 792,540
Goodyear	210,875	.....	.....	.....	210,875
U. S. Rubber	.....	.....	.....	.....	.....
Total Tires	$210,875	$.....	$.....	$792,540	$1,003,415
ACCESSORIES:					
Champion Spark Plug	$265,860	$.....	$.....	$.....	$ 265,860
DuPont de Nemours, E. I.	.....	.....	.....	709,161	709,161
Electric Auto-Lite	.....	837,612	.....	.....	837,612
Johnson, S. C. & Co.	.....	.....	.....	371,222	371,322
Perfect Circle Co.	.....	.....	14,765	.....	14,765
Total Accessories	$265,860	$738,612	$ 14,765	$1,080,483	$2,198,720

There figures represent rate of network facilities only. Talent costs of programs not included.

Television

1950 Network Gross Time Sales

	ABC	CBS	NBC	TOTAL
AUTOMOTIVE—CARS:				
Chrysler Corporation	$229,527	$.....	$ 141,930	$ 371,457
Ford Motor Company	11,040	760,285	1,050,837	1,822,162
General Motors Corp.	115,133	462,940	210,708	788,781
Hudson Motor Company	103,950	.....	.....	103,950
Nash-Kelvinator Corp.	.....	135,990	.....	135,990
Packard Motor Car Co.	242,895	.....	.....	242,895
TOTAL CARS	$702,545	$1,359,215	$1,403,475	$3,465,235
TIRES:				
B. F. Goodrich Co.	$ 67,377	$ 217,795	$.....	$ 285,172
Goodyear Tire & Rubber Co.	297,853	.....	.....	297,853
Firestone Tire & Rubber Co.	.....	.....	294,255	294,255
TOTAL TIRES	$365,230	$ 217,795	$ 294,255	$ 877,280
ACCESSORIES:				
Electric Auto Lite Co.	$.....	$ 234,786	$.....	$ 234,786
S. C. Johnson & Son, Inc.	.....	20,430	38,075	58,505
TOTAL ACCESSORIES	$.....	$ 255,216	$ 38,075	$ 293,291

Passenger-Car Ownership Survey

	1948	1949	1950
Cars purchased new	45.5%	48.4%	51.1%
Cars purchased used	54.5%	51.6%	48.9%
Total U. S. homes (millions)	42	42.5	43.4
Car-owning homes	68.3%	71.3%	73.1%
Multi-car homes	4.8%	6.2%	11.1%
Prospects for new cars	30.7%	27.6%	22.8%
Prospects for used cars	3.3%	4.1%	7.0%
Not planning to buy	51.5%	53.5%	43.8%
Undecided	14.5%	14.8%	29.0%

Source: Crowell-Collier Automotive Survey.

Percent of Vehicles Parked in Central Business District for Each Trip Purpose

Population group (thousands)	Number of cities	TRIP PURPOSE: Work	Business	Shopping	Other
Under 25	13	16%	31%	33%	20%
25 to 50	6	16	29	30	25
50 to 100	3	13	37	29	21
100 to 250	10	19	39	21	21
250 to 500	6	18	44	20	18
500 and over	2	31	40	19	10
Total	40	18%	38%	24%	20%

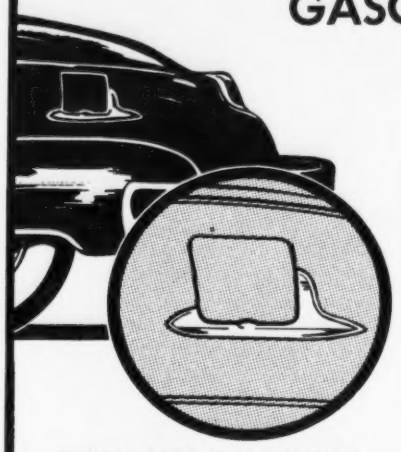
Source: Automobile Manufacturers Assn.

Accessories to the fact...

WHY! NO-MAR*

THE TOP QUALITY PRODUCTS *Are Better by Far*

THE NO-MAR ORIGINAL GASOLINE DOOR GUARD



THEY'RE REAL PROFIT MAKERS FOR YOU

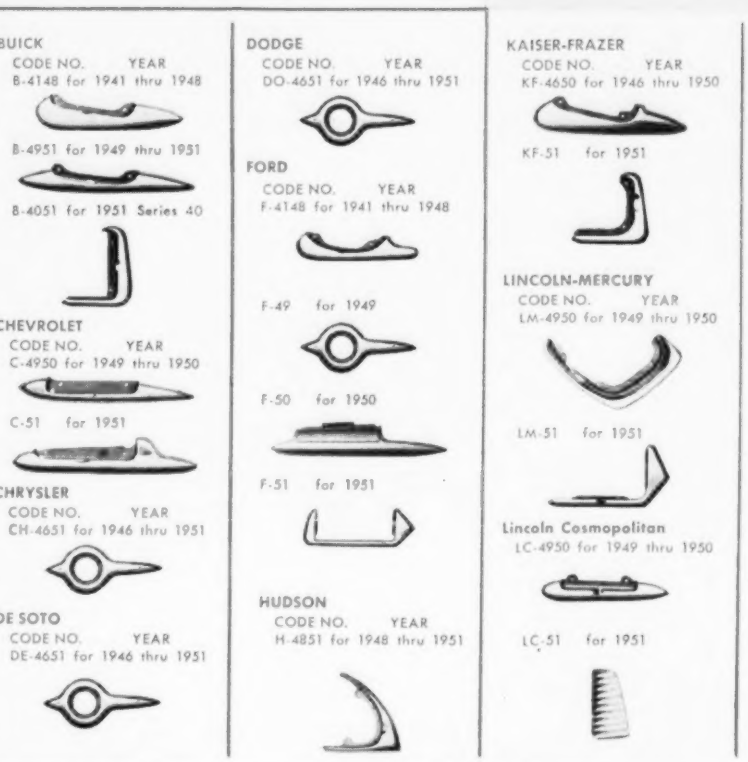
NO-MAR Guards are preferred by jobbers and dealers because they become such fast moving items. Quick turnover means additional profits.

NO-MAR Gasoline Door Guards are covered and protected by one or more of the following U. S. Patents: No. 2467001, No. 2537567, No. 2491791, No. D 158168, No. D 158169, No. D-158170, No. D 161990, No. D 161991, No. D 162108, No. D 162109, and others pending. All cartons are Copyrighted and Trade Marked.

Prices Subject to Change

TESTED APC APPROVED

RETAIL FAIR TRADE PRICE $1.50



There is a NO-MAR Guard personalized and styled for each individual make and model of car.

NO-MAR

The Amazing NO-MAR SEALALL

***Stops any Leak* INSTANTLY**

STICKS TO ANYTHING

SEALALL not affected by Gasoline, Alcohol, Naptha, or Water.

SEALS LEAKS IN

Windshields • Auto Tops • Gasoline Tanks And Lines • Radiators • Hot Water Heater Hose • Cementing Tire Boots • Waterproof Ignition Wiring and Spark Plugs • Waterproof Holes or Cracks in Tire Casing • Seal Cracks in Battery Cases • And Many Others.

COPYRIGHT 1950

SEALS ON CONTACT

PRICE $1 WEIGHT 2 oz.

NO-MAR

PARKIT!

PURSE HANGER

A MUST FOR THE LADY DRIVER

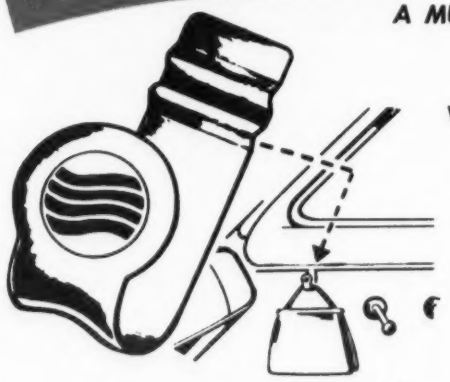
STAINLESS STEEL FINISH

COLORED CREST

WILL HOLD PACK OF CIGARETTES

•

CONVENIENT FOR HANGING YOUR UMBRELLA



SLIP "PARKIT" UNDER THE MOLDING. NO TOOLS REQUIRED.

COPYRIGHT 1950 PAT. APPLIED FOR

PRICE 65¢ EACH

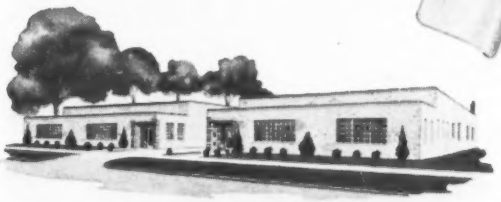
COPYRIGHT 1950 PAT. APPLIED FOR

NO-MAR

WISS-L-STOP

INSTANTLY STOPS THAT ANNOYING WHISTLE WHICH OCCURS WHILE THE VENTILATING WINDOWS ARE OPEN

PRICE $1.50 PER PAIR



NEW FACTORY AND EXECUTIVE OFFICES

This new building was designed and built especially for producing NO-MAR Guards and other NO-MAR Products. Actual operation in this location was begun November 10, 1950.

COPYRIGHT 1950

NO-MAR

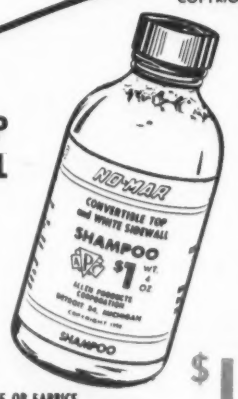
CONVERTIBLE TOP AND WHITE SIDEWALL *Shampoo*

USES

Keep Fabric Tops clean and sparkling

Remove dirt and blemishes from white sidewall tires.

NOT HARMFUL TO PAINT, CHROME OR FABRICS



PRICE $1 WEIGHT 4 OZ.

CONCENTRATED CLEANER—FOR—Convertible Auto Tops, Rugs and Upholstering, Automobile Wash, Dishes, Pots and Pans

NO-MAR PRODUCTS are BEST!

ALLEN PRODUCTS CORPORATION
20450 SHERWOOD AVE.
DETROIT 34, MICHIGAN

* TRADE MARKS

Farm Income at Record Heights in 1950

(Billions of Dollars)

	Prewar 1938-41	War 1942-45	Postwar 1946-49	1949	1950
Cash from farming (a)	$ 9.4	$19.9	$28.6	$28.1	$27.9
Non-money income (b)	1.9	2.9	4.1	4.1	4.2
Cash from off-farm (c)	2.4	3.8	5.0	5.3	6.0
Total	$13.7	$26.6	$37.7	$37.5	$38.1

(a) Sale of crops and livestock products and government payments.
(b) Value of products grown and consumed on farms, rent and other privileges.
(c) Labor off the farm, dividends, royalties, etc.

Source: Country Gentleman.

Passenger Car Ownership by Farmers Increased 40% Since 1940

Year (Jan. 1)	Automobiles (000)	Motor Trucks (000)	Tractors (000)	Horses (000)	Year (Jan. 1)	Automobiles (000)	Motor Trucks (000)	Tractors (000)	Horses (000)
1920...	2,146	139	246	20,091	1943...	4,350	1,280	2,100	9,605
1925...	3,283	459	549	16,651	1944...	4,185	1,385	2,215	9,192
1930...	4,135	900	920	13,742	1945...	4,152	1,490	2,422	8,715
1935...	3,642	890	1,048	11,861	1946...	4,150	1,550	2,585	8,053
1940...	4,144	1,047	1,545	10,444	1947...	4,520	1,730	2,800	7,249
1941...	4,330	1,095	1,675	10,193	1948...	4,930	1,920	2,950	6,589
1942...	4,670	1,160	1,885	9,873	1949...	5,300	2,100	3,250	5,898
					1950...	5,800	2,200	3,550	5,310

Source: U. S. Dept. of Agriculture.

Farm Facts

STATE	Farm Families	1949 Income Per Farm	Retail Buying Power 1948 (000 Dollars)	Farm Electric Customers Jan. 1, 1951	Value of Farm Land and Bldgs.
Maine	42,334	$4,270	$194,823	33,196	$159,680,897
New Hampshire	19,031	3,369	75,245	18,331	80,394,869
Vermont	25,381	4,393	115,025	23,198	134,575,897
Massachusetts	38,507	4,909	197,964	36,474	265,232,462
Rhode Island	4,080	6,211	22,141	3,640	35,609,900
Connecticut	25,114	6,386	166,141	22,259	263,023,415
New England	154,447	4,696	771,339	137,098	938,517,440
New York	165,370	5,659	835,920	143,966	1,087,522,090
New Jersey	31,255	11,205	266,488	26,277	292,980,843
Pennsylvania	188,853	4,467	757,771	163,532	1,008,573,540
Middle Atlantic	385,478	5,489	1,860,179	333,775	2,389,076,473
Delaware	11,337	11,001	107,960	8,954	72,693,794
Maryland	50,626	5,859	222,666	40,877	354,806,789
District of Columbia	28	*	1,023	—	4,961,340
Virginia	197,690	2,366	455,349	162,906	868,806,343
West Virginia	105,469	1,186	173,209	82,854	341,008,205
North Carolina	299,338	2,506	599,803	261,747	1,002,983,012
South Carolina	152,277	1,900	295,857	133,302	440,632,183
Georgia	244,347	2,012	495,490	227,568	654,244,224
Florida	67,415	6,552	356,919	52,945	498,399,612
South Atlantic	1,128,527	2,612	2,708,276	971,153	4,238,535,502
Ohio	242,500	4,155	870,109	220,000	1,868,351,004
Indiana	194,041	5,228	807,585	174,654	1,794,314,968
Illinois	224,236	8,367	1,199,945	203,112	3,662,545,111
Michigan	187,658	3,887	651,613	175,574	1,199,290,024
Wisconsin	185,030	5,312	983,902	167,322	1,434,294,817
East North Central	1,033,465	5,421	4,513,154	940,662	9,958,795,924
Kentucky	249,949	2,235	523,336	202,033	1,015,796,276
Tennessee	252,882	1,843	506,637	212,409	870,947,702
Alabama	242,601	1,572	412,862	209,522	559,742,689
Mississippi	261,395	1,845	439,645	163,322	647,562,141
East South Central	1,006,827	1,878	1,882,480	787,286	3,094,048,808
Minnesota	190,455	6,091	1,087,373	174,060	1,833,761,468
Iowa	220,252	9,568	1,576,766	209,277	3,611,139,829
Missouri	253,003	3,910	908,450	203,885	1,526,960,502
North Dakota	66,232	6,735	504,914	45,275	708,322,155
South Dakota	68,154	7,738	420,964	48,590	764,299,619
Nebraska	114,765	8,280	723,265	92,000	1,699,209,821
Kansas	142,753	6,655	791,734	113,808	1,971,330,799
West North Central	1,055,614	6,749	6,013,466	886,895	12,115,024,193
Arkansas	208,957	2,675	462,205	177,850	662,770,230
Louisiana	146,828	2,717	302,083	118,565	472,327,792
Oklahoma	174,405	3,813	552,228	121,079	1,106,153,826
Texas	413,657	5,625	1,690,289	350,886	3,574,997,897
West South Central	943,847	4,189	3,006,805	768,380	5,816,249,745
Montana	39,392	7,980	323,950	28,883	517,890,663
Idaho	45,067	7,785	285,324	41,276	493,331,235
Wyoming	15,219	11,442	107,163	11,113	232,042,912
Colorado	54,337	10,108	346,361	43,876	564,503,888
New Mexico	33,409	6,534	117,250	21,422	326,750,718
Arizona	18,040	18,038	144,520	12,276	287,876,225
Utah	24,257	5,399	144,452	21,588	261,817,649
Nevada	4,117	11,942	38,418	2,375	71,955,968
Mountain	233,838	8,796	1,507,438	182,809	2,756,169,258
Washington	88,271	6,360	503,110	79,316	900,184,222
Oregon	69,339	5,337	363,628	62,861	697,775,183
California	168,924	14,656	1,775,813	139,271	3,484,548,812
Pacific	326,534	10,219	2,642,551	281,448	5,082,508,217
Total United States	6,268,577	$4,728	$24,905,688	5,289,506	$46,388,925,560

*Not Available.

Source: Farm Journal Research Dept.

Every Third Motor Truck Hauls Farm Products

Commodities	Percent of Total Trucks
Farm Produce	38.0
Raw Materials	8.2
Basic Materials	5.8
Industrial Equipment	1.2
Processed Necessaries	10.4
Consumer Accessories	2.5
Services, Non-Government	14.5
Services, Government	5.9
Miscellaneous	13.5

Source: Automobile Mfrs. Assn

Vehicles, Equipment on Farms Jan. 1, 1951

(As estimated by Country Gentleman)

Number of Farms	5,850,000
Automobiles	6,336,000
Trucks	2,604,000
Tractors (wheel)	3,969,000
Tractors (garden)	384,000
Combines (self-propelled)	10,000
Stationary Engines	1,000,000
Trailers	2,000,000
Tractor-operated equipment	18,750,000
Airplanes	9,000

Farm Vehicle Survey by States

	Pass. Cars on Farms*	Motor Trucks on Farms*	Tractors on Farms¶	Number of farms‡	Cash Farm Income§ (Thousands)	Value of Farm Equip.‡	Farms with $1,000 Equip. or more‡
Alabama	83,271	48,827	34,700	223,369	$ 345,679	$ 57,070,269	16,333
Arizona	19,973	12,970	9,432	13,142	236,304	15,295,843	3,533
Arkansas	81,102	60,384	54,133	198,769	527,607	78,146,356	20,668
California	231,031	147,613	110,979	138,917	2,026,815	207,080,480	48,626
Colorado	64,025	48,331	47,805	47,618	477,832	70,746,942	22,561
Connecticut	31,464	20,743	17,047	22,241	141,641	20,188,780	6,284
Delaware	13,004	4,694	7,689	9,296	102,019	11,434,782	3,850
Florida	54,722	41,776	23,270	61,159	398,553	36,675,961	8,909
Georgia	124,156	62,224	52,323	225,897	448,575	72,794,522	21,232
Idaho	53,479	33,398	35,623	41,498	317,999	68,342,237	20,048
Illinois	273,844	88,758	232,480	204,239	1,702,943	321,363,115	113,793
Indiana	228,367	75,564	145,796	175,970	916,022	182,474,899	71,666
Iowa	301,931	64,382	246,239	208,934	1,993,871	354,263,259	140,503
Kansas	173,196	98,157	153,162	141,192	933,576	201,783,115	74,367
Kentucky	143,792	52,660	44,735	238,501	527,920	70,453,894	21,803
Louisiana	61,425	40,500	30,978	129,295	342,151	61,321,449	14,069
Maine	37,869	24,654	26,304	42,184	179,370	33,125,566	10,126
Maryland	52,947	32,775	33,069	41,275	240,137	41,872,588	14,693
Massachusetts	46,799	21,543	25,808	37,007	181,186	29,068,511	8,692
Michigan	244,822	94,482	165,949	175,268	676,992	213,859,422	82,595
Minnesota	260,936	76,338	213,578	188,952	1,145,055	302,430,339	112,813
Mississippi	83,669	58,240	40,467	263,528	481,312	75,868,547	17,852
Missouri	228,086	80,423	124,061	242,934	944,357	146,650,312	55,141
Montana	44,232	47,161	43,339	37,747	297,827	77,470,221	22,562
Nebraska	158,067	56,826	126,989	111,756	918,460	182,091,554	72,507
Nevada	4,359	3,957	3,857	3,429	40,819	6,680,914	1,582
New Hampshire	20,584	9,223	11,176	18,786	62,884	11,117,515	3,518
New Jersey	36,598	33,913	31,692	26,226	293,245	45,371,863	12,943
New Mexico	25,542	20,699	19,430	29,695	192,953	24,818,015	8,084
New York	210,334	122,856	142,736	149,490	841,561	239,291,278	78,348
North Carolina	194,093	62,803	63,939	287,412	712,713	76,480,716	23,213
North Dakota	89,754	60,936	106,981	69,520	464,703	161,531,232	52,303
Ohio	286,757	89,807	189,689	220,575	911,945	197,285,604	79,011
Oklahoma	137,939	78,031	102,000	164,790	621,763	125,278,066	48,384
Oregon	89,283	45,080	46,406	63,125	334,420	66,656,779	18,416
Pennsylvania	226,625	89,298	144,517	171,761	762,414	223,206,905	77,239
Rhode Island	5,276	4,653	3,580	3,603	22,312	40,265,585	1,111
South Carolina	110,100	34,053	31,320	147,775	278,043	42,005,863	11,178
South Dakota	95,839	42,474	93,981	68,705	527,389	114,381,559	45,365
Tennessee	134,137	51,469	46,901	234,431	426,914	80,863,844	24,683
Texas	400,612	165,304	227,335	384,977	2,150,794	277,046,169	104,394
Utah	28,538	18,150	13,721	26,322	140,232	20,647,436	7,034
Vermont	26,329	13,377	14,509	26,490	115,246	27,890,915	9,781
Virginia	145,059	58,584	44,504	173,051	405,871	57,826,935	17,358
Washington	99,999	67,430	49,839	79,887	505,867	88,390,517	2,746
West Virginia	64,074	30,739	12,425	97,600	113,827	18,781,448	4,825
Wisconsin	237,846	92,496	180,848	177,745	939,987	282,889,279	105,755
Wyoming	16,596	15,245	16,162	13,076	147,560	22,477,570	7,226
U. S. TOTAL	5,782,482	2,604,000	3,643,503	5,859,159	$27,517,665	$5,183,058,970	1,749,723

*Jan. 1, 1950. ¶July 1, 1950; garden tractors excluded. ‡1945 Census of Agriculture. §1949.

Source: Implement & Tractor.

Estimated Consumption of Motor Fuel and Oil on Farms for 1950 By Automobiles, Trucks and Tractors

State	GALLONS OF MOTOR FUEL: Automobiles	Trucks	Tractors	Total	GALLONS OF MOTOR OIL: Automobiles	Trucks	Tractors	TOTAL
Alabama	31,310,000	27,500,000	29,813,450	88,623,450	939,300	825,000	744,450	2,508,750
Arizona	8,460,000	8,060,000	14,899,800	31,419,800	253,800	221,000	330,600	805,400
Arkansas	31,450,000	32,480,000	44,968,000	108,898,000	935,000	887,400	1,073,100	2,895,500
California	103,500,000	54,050,000	114,585,600	272,135,600	3,022,200	1,621,500	2,909,400	7,553,100
Colorado	27,450,000	16,770,000	60,291,000	104,511,000	793,000	481,600	1,287,000	2,561,600
Delaware	4,420,000	1,980,000	5,426,525	11,826,525	132,600	57,000	141,500	331,000
Florida	24,300,000	11,890,000	12,126,500	48,316,500	675,000	356,700	316,000	1,347,700
Georgia	44,020,000	27,560,000	38,541,600	110,121,600	1,320,600	826,800	954,000	3,101,400
Idaho	22,100,000	11,020,000	29,068,600	62,188,600	665,600	330,600	724,000	1,720,200
Illinois	106,800,000	34,860,000	255,390,750	397,050,750	3,204,000	1,045,800	6,413,400	10,663,200
Indiana	86,970,000	21,840,000	123,961,350	232,771,350	2,609,100	616,000	2,904,150	6,129,250
Iowa	128,480,000	25,620,000	259,822,500	413,922,500	3,825,200	732,000	6,060,000	10,617,200
Kansas	79,120,000	39,780,000	232,926,750	351,826,750	2,373,600	1,014,000	5,626,250	9,013,850
Kentucky	50,020,000	30,800,000	28,822,200	109,642,200	1,508,800	896,000	674,900	3,079,700
Louisiana	29,920,000	16,000,000	38,994,300	84,914,300	890,800	457,600	932,400	2,280,800
Maryland	18,360,000	8,375,000	22,533,000	49,268,000	550,800	250,000	522,000	1,322,800
Michigan	91,260,000	18,630,000	106,505,600	216,395,600	2,737,800	561,600	2,726,800	6,026,200
Minnesota	97,200,000	24,000,000	216,996,500	338,196,500	2,916,000	704,000	4,998,000	8,618,000
Mississippi	35,250,000	30,000,000	33,739,200	98,989,200	1,052,800	860,000	792,000	2,704,800
Missouri	74,035,000	28,160,000	104,512,000	206,707,000	2,210,000	806,400	2,385,600	5,402,000
Montana	19,845,000	15,120,000	65,703,400	100,668,400	588,000	453,600	1,590,400	2,632,000
Nebraska	61,155,000	16,660,000	151,936,800	229,751,800	1,842,200	490,000	3,964,800	6,297,000
Nevada	1,860,000	1,740,000	3,125,250	6,725,250	56,000	51,000	70,875	177,875
New England	59,130,000	32,550,000	29,563,050	121,243,050	1,782,000	930,000	744,150	3,456,150
New Jersey	16,650,000	11,760,000	16,576,000	44,986,000	499,500	308,000	466,200	1,273,700
New Mexico	14,850,000	8,640,000	19,474,200	42,964,200	432,000	252,000	446,400	1,130,400
New York	69,350,000	31,680,000	81,989,600	183,019,600	2,090,000	880,000	2,129,600	5,099,600
North Carolina	83,950,000	29,760,000	39,666,800	153,376,800	2,530,000	868,000	995,600	4,393,600
North Dakota	35,720,000	16,960,000	149,663,500	202,343,500	1,071,600	508,800	3,629,500	5,209,900
Ohio	104,880,000	29,040,000	122,102,400	256,022,400	3,146,400	825,000	2,898,000	6,869,400
Oklahoma	73,150,000	32,500,000	130,914,000	236,564,000	2,186,800	975,000	3,220,900	6,382,700
Oregon	38,880,000	17,000,000	33,072,000	88,952,000	1,093,500	512,000	848,000	2,453,500
Pennsylvania	79,200,000	27,720,000	96,262,400	203,182,400	2,376,000	792,000	2,563,200	5,731,200
South Carolina	43,125,000	12,150,000	22,222,400	77,497,400	1,300,000	364,500	544,000	2,208,500
South Dakota	40,850,000	14,060,000	121,212,000	176,122,000	1,225,500	418,000	2,886,000	4,529,500
Tennessee	47,740,000	27,000,000	29,506,500	104,246,500	1,432,200	810,000	711,000	2,953,200
Texas	187,695,000	85,500,000	314,503,000	587,698,000	5,572,800	2,475,000	7,781,000	15,828,800
Utah	13,640,000	8,160,000	10,505,600	32,305,600	387,500	232,000	294,800	914,300
Virginia	65,320,000	19,380,000	25,899,600	110,599,600	1,931,200	581,400	649,400	3,162,000
Washington	48,960,000	29,975,000	34,654,500	113,589,500	1,440,000	770,000	906,000	3,116,000
West Virginia	22,010,000	12,220,000	5,084,000	39,314,000	651,000	338,000	124,000	1,113,000
Wisconsin	87,400,000	25,875,000	126,260,300	239,535,300	2,622,000	780,000	3,165,300	6,567,300
Wyoming	7,280,000	9,280,000	13,594,500	30,154,500	210,000	224,000	349,800	783,800
TOTAL U. S.	2,317,065,000	984,105,000	3,417,417,025	6,718,587,025	69,082,200	28,389,300	83,494,475	180,965,975

Source: Farm Implement News—January 1, 1950 Estimate.

Farm Consumption of Liquid Petroleum Fuels & Motor Oil—U. S. Dept. of Agriculture—Bureau of Agricultural Economics issued 1949. Compiled by Farm Journal Research Department.

Balance Sheet of Agriculture, Jan. 1, 1951

ASSETS		Pct. Change From Jan. 1, 1950	LIABILITIES		Pct. Change From Jan. 1, 1950
Real Estate	$68,100,000,000	8.0%	Real Estate Debt	$ 5,700,000,00	5.3%
Other Physical	44,200,000,000	5.7	Other	7,200,000,000	3.5
Financial	21,600,000,000	— .7	Equities	121,500,000,000	5.9
Total	$134,400,000,000	5.7%	Total	$134,400,000,000	5.7%

Source: Country Gentleman

New textured Candalon in the '51 Dodge Coronet

Something New we've hatched for you...

truly "Textured" automobile upholstery!

After years of research, here it is—in '51's smartest cars! It's that famous Candalon upholstery in new *textured* weaves that are as luxurious and distinctive as they are rugged! These remarkable 3-dimensional textures have new depth and richness. Yet they are easily cleaned or washed—and, *even without slipcovers*—stay young for the life of your car. Another thing: Candalon eases you in and out of your car, smoothly, gracefully, yet is actually *safer* on sudden stops! Yes it pays, many ways, to get Candalon upholstery in your new car—and look for the Candalon label on better furniture, too!

Collins & Aikman
CORPORATION NEW YORK, N.Y.
America's Largest Weavers of Fine Upholstery Fabrics

CANDALON—T.M. Collins & Aikman Corporation

Hatching EXTRA style-appeal for you!

MILLIONS OF CAR PROSPECTS see these striking full page, full color ads in The Saturday Evening Post—regularly!

THEY'RE PRE-SOLD ON CANDALON UPHOLSTERY—the smart, new fabrics that stay young for the life of the car!

WITH CANDALON IN THE CARS YOU SELL, you have a *plus* worth talking about. A style-and-durability plus that will net you *lasting* good will!

Roster of American Car Makes, Past and Present

Showing Starting Year, With Survivors Indicated by Stars

Carefully revised since the last appearance of this page in the Automotive News Almanac, the roster of American car makes, past and present, shows 1,671 names. Trucks and commercial cars are not listed. Passenger cars still in production are indicated by asterisks. There are 21 survivors, distributed among the three corporations, General Motors, Ford and Chrysler; seven "independents"; plus one newcomer who has announced a custom car. Truly it has been a survival of the fittest, but the mortality is not as alarming as it might seem at first glance, for many of the makes named never got beyond the blueprint stage in the early days of the industry, when companies were started but never got into production.

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—A—

1909 Abbott
1922 A.B.C.
1900 ABC Electric
Abenaque
Acadia
1920 Ace
1903 Acme
1911 Adams
1904 Adams-Farwell
1921 Adelphia
1921 Adria
1902 Adrian
1909 Advance
A.E.C.
Aero
1905 Aerocar
1948 Aerocar
1921 Aerotype
1936 Atromobile
1948 Airway
1901 Ajax
1901 Akron
1903 Alamobile
Aland
1907 Albany
1909 Aleo
1911 Alden Sampson
Aldo
1911 Allen
1907 Allen Kingston
Allis-Chalmers
1908 Allith
1915 Al Steel
Alma
1911 Alpena
1920 Alsace
1916 Alter
1905 Altha Electric
Alxo
Amalgamated
1921 Ambassador
1920 Amco
1911 America
1901 American
1930 American Austin
1936 American Bantam
1916 American Beauty
1909 American Berliet
1902 American Electric
1921 American Fiat
1903 American Gas
American Mercedes
1909 American Mors
1909 American Napier
1900 American Power
Carriage
1908 American Simplex
1903 American Steam
1912 American Tricar
American
Underslung
1898 Ames
Amesbury
1910 Amplex
Ams Sterling
1909 Anchor
1916 Anderson
1913 Anger
1908 Angus
1910 Anhut
Anthony
1915 Appel
1908 Apperson
1906 Appollo
1911 Arbenz
Arcadia
1905 Ardsley
Argo-Case
1912 Argo Electric
1919 Argonne
1905 Ariel
1913 Aristos
1914 Arrow Cyclecar
Artsberger Steam
1925 Astra
Atlantic Electric
1907 Atlas
1911 Atlas-Knight
Atterbury
1903 Auburn
Aultman
1906 Aurora
1903 Austin
Austin Bantam
1863 Austin Steam
1899 Auto Acetylene
1910 Auto Bug
Autobuggy
1897 Autocar
1913 Autocycle
1901 Auto Dynamic
1900 Auto-Fore-Carriage
1900 Auto-Go
1921 Automatic
1906 Automobile
Vuturette
1901 Automotor
1914 Auto-Tricar
1900 Autotwo
1903 Auto Vehicle
1906 Averageman's Car
Avery

—B—

1909 Babcock
1906 Babcock Electric
1901 Bachelles Electric
1905 Bacon
1912 Badger
1907 Bailey Electric
1899 Baker Electric
1921 Baker Steam
Balboa
1901 Baldner
1900 Baldwin
1903 Ball
1900 Balzer
1905 Banker
Banker Electric
1914 Bantam
1923 Barbarino
1922 Barley
1922 Barlow
1907 Barnes
Barnhart
1896 Barrow Electric
1901 Bartholomew
1917 Bateman
1903 Bates
1925 Bauer
1899 Bauroth
1906 Bay State
1933 Beacon
1901 Beardsley Electric
Beaver
1918 Beggs
B.E.L.
1907 Belden
1907 Bell
1907 Bellefontaine
1908 Belmont
Bemmel & Burnham
1907 Bendix
1917 Benham
1917 Ben Hur
1908 Benner
1902 Berg
1909 Bergdoll
1905 Berkshire
1908 Bertolet
Berwick Electric
1904 Bessemer
1900 Best
1908 Bethlehem
1904 Beverly
Bewis
Bewman
1915 Biddle
1915 Biederman
1917 Bimel
1902 Binney-Burnham
1918 Birch
1921 Birmingham
1908 Black
1905 Black Crow
1904 Black Diamond
1903 Blackhawk
1906 Blakeslee Electric
1906 Blanche
1906 Bliss
1907 B.L.M.
1903 Blood
1904 Bloomstrom
1947 Bobbi Kar
1903 Boggs
1901 Boisselot
1904 Bollee
1900 Bolte
Borbein Electric
1914 Borland Electric
1903 Borland-Granis
1903 Boss Steam
1900 Boston
1902 Boston & Amesbury
1898 Boston Haynes
Apperson
1908 Boston High Wheel
1915 Bour-Davis
1914 Bowman
1929 Bradfield
1920 Bradley
1902 Pramwell
1899 Bramwell-
Robinson
1915 Brasie
1903 Brazler
1901 Brecht Steam
1905 Breeze & Lawrence
1908 Brennan
Brenner
1901 Brew & Hatcher
1917 Brewster
1916 Brewster-Knight
Bridgeport
1922 Briggs & Stratton
Flyer
Briggs Detroiter
1914 Brighton
1912 Brightwood
Brintel
1914 Briscoe
1902 Bristol
1909 Broc Electric
Brock
Brodesser
1946 Brogan
1920 Brook
1908 Brooks
1914 Brown
1910 Brownell
1915 Brownie
1908 Brownlecar
1906 Brunn
Brunswick
1906 Brush
1907 Bruss
1901 Buckeye
1914 Buckles
1903 Buckmobile
1900 Buffalo Electric
Buffington
1900 Buffum
1895 Buggyaut
1908 Buggycar
1907 Bugmobile
1904 BUICK*
1909 Burdick
1912 Burg
1909 Burns
1914 Burroughs
1917 Bush
Busser
Buxmobile
1908 Byrider Electric

—C—

1902 CADILLAC*
1912 California
Californian
1927 Calvert
1903 Cameron
1917 Campbell
1900 Canda
1904 Cannon
1902 Capitol Steam
Carbon
1923 Cardway
Carhart
1911 Carhartt
1904 Carlson
1912 Carnation
1907 Carriage Mobile
1908 Carrison
1920 Carroll Six
1907 Cartercar
1924 Cartermobile
Carthage
1905 Cartone
1910 Case
1907 Cato
Cavac
1927 Cavalier
Ceco
Celt
1902 Centaur Electric
1905 Central
1901 Century
1911 Century Electric
1908 C.F.
1902 C.G.V.
1906 Chalfant
1908 Chalmers
1909 Champion
1913 Chandler
1901 Chapman Electric
1917 Charter Oak
1907 Chase
1901 Chelsea
1912 CHEVROLET*
1899 Chicago
1914 Chicago Electric
1906 Chicago Steam
1907 Chief
1904 Christie
Christman
1908 Christopher
1924 CHRYSLER*
1902 Church
1913 Churchfield Electric
1903 Cincinnati Steam
Cinco
1909 Cino
1901 Clark
1906 Clark Electric
1900 Clarke-Carter
1908 Clark-Hatfield
1902 Clarkmobile
1900 Clark Steam
Classic
1900 Clear & Dunham
1912 Cleburne
1908 Clendon
1922 Clermont Steam
1902 Cleveland
1919 Climber
1903 Cloughley
1911 Club Car
1919 Clyde
1908 Clymer
1908 Coates-Goshen
1922 Coats Steam
1911 Coey
1912 Cogswell
1907 Colburn
1911 Colby
1909 Cole
Collinet
1920 Collins
1901 Collins Electric
Colly
1921 Colonial
1908 Colt
1916 Columbia
1898 Columbia Electric
1900 Columbia Gas
1916 Columbia Knight
1903 Columbus
1917 Comet
1946 Comet
1922 Commander
Commerce
1921 Commodore
1917 Commonwealth
1904 Compound
Connersville
1907 Conover
1900 Conrad Steam
1907 Continental
1933 Continental
1907 Cook
Copley Minor
1907 Coppack
1903 Corbin
1911 Corbitt
1929 Cord
1922 Corinthian
1913 Cornelian
1908 Cornish-Friedberg
1908 Correja
1914 Cort
1947 Cortez
Corweg
1905 Corwin
1907 Cosmopolitan
1901 Cotta Steam
1904 Country Club
Couple-Gear
1904 Courier
1901 Covert
1908 C.P.
1920 Craig-Hunt
1906 Craig Toledo
1912 Crane
1912 Crane & Breed
1918 Crane-Simplex
1905 Crawford
1907 Crescent
1903 Crest
1901 Crestmobile
1914 Cricket
1912 Criterion
Croesus Jr.
1905 Crompton
1939 CROSLEY*
1899 Crouch Steam
1914 Crow
1901 Crowdus Electric
1911 Crow Elkhart
1907 Crown High Wheel
Crown-Magnetic
1915 Crowther-Duryea
1911 Croxton
1909 Croxton-Keaton
1923 Crusader
1918 Cruiser
1907 Cuemobile
1901 Cull
1905 Culver
1930 Cummins
1911 Cunningham
1901 Cunningham Steam
1921 Curtis
Custer
1909 Cutting
1907 C.V.L.
1920 Cyclemobile
1914 Cycleplane

—D—

1923 D.A.C.
1923 Dagmar
1911 Dalton
1915 Daniels
1911 Dan Patch
1909 Darby
1901 Darling
1947 Darrin
1903 Darrow
1922 Dart
1902 Davenport
Davids
1910 Davis
1945 Davis
1904 Dawson
1911 Day
1909 Dayton
1908 Deal
1909 Decauville
1902 Decker
1914 Decross
1923 Deemotor
1923 Deemster
1906 Deere-Clark
1918 Deering Magnetic
1915 DeKalb
1922 Delage
De La Vergne
1924 Delling Steam
1949 Del Mar
1906 Deluxe
1905 DeMars
1909 DeMot Car
1904 DeMotte
1911 Derain
1901 Desberon
1906 DeShaw
1913 DeSoto
1928 **DESOTO***
1909 DeTamble
1900 Detroit
1912 Detroit-Chatham
1909 Detroit-Dearborn
1907 Detroit Electric
1912 Detroiter
1914 Detroit Speedster
1923 Detroit Steam
1931 DeVaux
1898 Dewabout
Dey Electric
1907 Diamond
Diamond Arrow
1907 Diamond T
1925 Diana
1914 Dile
Direct Drive
1917 Disbrow
1911 Dispatch
1912 Dixie
1916 Dixie Flyer
1909 Dixie Tourist
1918 Doble Steam
1914 DODGE*
1926 Dodgeson
1909 Dodo
1904 Dolson
1905 Dorris
1915 Dort
1918 Douglas
1908 Dowagiac
1914 Dowing
1914 Downing
1906 Dragon
1921 Drake
Drednat
1916 Drexel
1921 Driggs
1916 Drummond
1914 Dudley
1907 Duer
1920 Duesenberg
1902 Dumont
1914 Dunn
1909 Duplex
1920 Dupont
1903 Duquesne
1902 Durable
1921 Durant
1907 Durocar
1895 Duryea
1912 Dusseau
1902 Dyke
1933 Dymaxion

—E—

1924 Eagle
1915 Eagle Electric
Eagle Macomber
1917 Eagle Rotary
1907 Earl
1901 Eastman
1907 Eston
1898 Eaton Electric
1903 Eck
1901 Eclipse Steam
1906 Economy
1902 Eddy Electric
1912 Edwards-Knight
1902 Eichstaedt
1914 Elbert
1909 Elcar
1915 Elco
1903 Eldridge
1913 Electra
1901 Electronomic Steam
1916 Elgin
1871 Elijah Ware Steam
1903 Elmore
1909 Elite
1901 Elite Steam
Elk
1908 Elkhart
1899 Elliott
1901 Ellis Electric
Ellsworth
1900 Elmore
1908 Elwell Parker
1909 Emancipator
1907 Emerson
1908 E.M.F.
1901 Empire
1901 Empire State
Empress
1922 Endurance
1901 Engelhardt
1909 Enger
1914 Engler
1911 Entyre
1914 Entz
1916 Erie
1926 Erskine
1906 Essex
1917 Essex
1901 Essex Steam
1907 Euclid
1907 Eureka
1907 Evansville
1909 Everett
1908 Everybody's
1908 Ewing

—F—

1917 Fageol
1906 Fairmount
1909 F.A.L.
1909 Falcar
1922 Falcon
1926 Falcon-Knight
1909 Famous
1902 Fanning
1915 Farmack
Farmer
1908 Farmobile
1922 Farner
1900 Fauber
1913 Fedelia Cyclecar
1906 Federal
1914 Fenton
1917 Fergus
1920 Ferris
1910 F.I.A.T.
1887 Field Steamer
Findley
1907 Firestone-Columbus
1902 Fischer
1908 Fish
1914 Flagler
1910 Flanders Electric
1904 Flexbi
1902 Flint
1913 Flyer
Foos
1903 FORD*
1906 Forest City
1908 Fort Pitt
1900 Foster Steam
1906 Fostoria
1911 Four Wheel Drive
1921 Fox
Frankfort
1902 Franklin
1904 Frayer-Miller
1946 FRAZER*
1902 Fredonia
1914 Frederickson
Freeman
1923 Fremont
1913 French
1900 Friedman
1920 Friend
1907 Fritchle Electric
1922 Frontenac
Frontmobile
1914 F.R.P.
1912 F.S.
1908 Fuller
1908 Fulton
1912 Fwick

—G—

1912 Gabriel
1915 Gadabout
1904 Gaeth
1904 Gale
1915 Galloway
1919 Gardner
1907 Garford
1905 Gas-au-lac
1900 Gasmobile
1911 Gaylord
1907 Gearless Steam
1917 Gem
1903 General
1899 General Electric
1911 Genesee
1901 Geneva
1902 German-American
1908 Geronimo
1921 Gersix
1917 Ghent
1904 Gibbs Electric
1899 Gibson
1907 Gifford-Pettitt
1916 Gillette
1909 G.J.G.
1910 Gleason
1903 Glide
1921 Globe
Goethe
1906 Golden Eagle
1895 Golden Gate
1922 Goodspeed
1908 Grabowsky
1903 Graham
1903 Graham-Fox
1927 Graham-Paige
1908 Gramm-Logan
1913 Grant
1901 Grant-Ferris
1899 Graves-Conlon
1922 Gray
1903 Great Arrow
1911 Great Eagle
1911 Great Smith
1911 Great Southern
1908 Great Western
1903 Greeley
1922 Gregory
1948 Gregory
1901 Grensfelder
1899 Greuter
1914 Greyhound
1903 Gride
1910 Grinnell
1907 Griswold
1899 Grout
1900 Gurley
1912 Guy-Vaughan
1914 Gyroscope

—H—

1915 Hackett
1916 H.A.L.
1903 Hall
1907 Haliaday
1901 Halsey
Halsman
Halton
1908 Hambrick
1917 Hamilton
1921 Hamlin-Holmes
1904 Hammer
1923 Handley
1921 Handley-Knight
1921 Hanover
1902 Hansen
1918 Hanson
1916 Harding
Hardy
1907 Harper
1925 Harrie
1922 Harrigan
1923 Harris Six
1904 Harrison
1916 Harroun
1908 Hart-Kraft
1898 Hartley Steam
Hartman
1915 Harvard
1899 Hasbrouck
1916 Haseltine
Hassler
1906 Hatfield
1909 Haupt-Rockwell
1911 Havers
1907 Hawley
1907 Hay-Berg
1907 Haydock
1902 Haynes
1895 Haynes-Apperson
1913 Hayward
1914 Hazard
1920 H.C.S.
1911 Healy Electric
1918 Hebb
1921 Heifner
1908 Heilman
1907 Heine Velox
Hendel
1912 Henderson
1899 Henley Steam
1922 Henney
1901 Henrietta Steam
1911 Henry
1950 HENRY J*
1902 Hercules
1914 Herff-Brooks
1909 Herreshoff
1895 Hertel
1926 Hertz
1902 Hess
1905 Hewitt
1900 Hewitt-Lindstrom
1898 Heymann
1900 Hicks
1922 Highlander
1907 Hill
1908 Hillsdale
Hilton
1909 Hobbie
1904 Hockenhull
1903 Hoffman
1901 Hoffman Steam
1915 Holden
1905 Holland
1916 Holler
1900 Holley
Holly
1918 Holmes
1905 Holsman
1906 Hol-Tan
Holton
1899 Holyoke
1908 Homer
1916 Homer-Laughlin
1914 Hoosier Scout
1902 Hopkins
1948 Hoppenstand
1920 Hoskins
1916 Houghton
1900 Houghton Steam
1909 Houpt
1910 Houpt-Rockwell
1901 House Steam
1903 Howard
1903 Howey
1909 HUDSON*
Hudson-Franklin
1901 Hudson Steam
1920 Huffman Steam
1921 Hunter
1907 Huntington
1909 Hupmobile
1911 Hurp-Yeats Electric
1917 Hydromotor
1922 Hylander

—I—

1908 Ideal
I.H.C.
1909 Illinois
1914 Imp
1900 Imperial
1907 Imperial Electric
1912 Independence
Indiangeles
1921 Indiana
Indianapolis
Ingersoll-Rand
1917 Ingrame-Hatch
1921 Innes
1900 International
1908 Interstate
1904 Intrepid
1908 Iowa
1903 Iroquois
1908 Iverson

—J—

1899 Jackson
1900 Jack's Runabout
1921 Jacquet
1911 James
1906 Janney
1912 Jarvis-Huntington
1908 Jaxon Steam
1907 Jay
Jay-Eye-See
1908 Jeannin
1910 Jeffrey
1922 Jem Special
1907 Jenkins
1909 Jewell
1922 Jewett
1905 Johnson
1916 Jones
1902 Jones-Corbin
1911 Jonz
1916 Jordan
1914 J.P.L.
1900 JR.
1925 Julian
1925 Junior

—K—

1946 KAISER*
1922 Kalamazoo
1894 Kane-Pennington
1919 Kankakee
1905 Kansas City
1908 Karbach
Kato
1909 Kauffman
1908 Kearns Kar
Keasler
1900 Keene Steamobile
1908 Keeton
1947 Keller
1914 Keller Kar
1903 Kellogg Steam
1922 Kelsey
1909 Kenmore
1919 Kennedy
1903 Kensington Steam
1916 Kent
1920 Kenworthy
1908 Kermath
Kermet
1914 Kerns
1900 Kerosene Motor
Scurry
1921 Kessler
1900 Keystone
1909 Keystone Steam
1907 Kiblinger
1901 Kidder Steam
1922 Kimball Electric
1905 King
1906 King-Remick
1913 Kinnear
1903 Kirk
1906 Kissel Kar
1926 Kleiber
1909 Kline Kar
1905 Klink
1900 Klock
1901 Knickerbocker
1917 Knight Special
1900 Knox
1904 Knox-Lansden
1906 Kobusch
1911 Koehler
1908 Koeton
1903 Konigslow
1914 Koppin
1901 Kraft Steam
Krall
1902 Krastin
Krebs
1908 Kreuger
1909 K-R-I-T
Kron
1902 Kunz
1921 Kurtz

—L—

1900 Laconia
1914 Lad's Car
1920 Lafayette
1934 Lafayette
1920 LaMarne
1904 Lambert
Lamphen
1899 Lancamobile
Lancia Delambda
1899 Lane Steam
1909 Lanpher
1900 Lansden Electric
1905 La Petite
1900 Larchmont Steam
1910 Larson
1927 LaSalle
1906 LaSalle-Niagara
Laughlin
1916 Laurel
1907 Lauth Juergens
1902 Law
1909 Lawter
1922 L. & E.
1914 L.C.E.
1899 Leach
1920 Leach Biltwell
1911 Leader
1906 Lebanon
1908 Lehr
1909 Lende
Lennon
1911 Lenox
1923 Leon Rubay
1916 Lescina
1901 Lewis
1909 Lexington
1916 Liberty
Liberty Brush
1915 Lima
Limited
1909 LINCOLN*
1936 Lincoln-Zephyr
Lindsley
1907 Lion
1912 Little
1914 Little Detroit
1930 Little Mac
1902 Locomobile
1899 Locomobile Steam
1904 Logan
1913 Lomax
London
1920 Lone Star
1923 Long
1902 Long Distance
Longest
1900 Loomis
1907 Lorraine
1913 Los Angeles
1900 Louisiana
Lowell American
1901 Lozier Steam
1900 L.P.C.
Luedinghaus
1917 Lutz Steam
1906 Luverne
1925 Luxor
1904 Lyman
1903 Lyman-Burnham
1911 Lyon
1912 Lyons-Atlas
1914 Lyons-Knight

—M—

1906 Maccar
1903 Mackie-Thompson
1917 Macon
1915 Madison
1922 Magic
Magnolia
1904 Mahoning
1916 Maibohm
Majestic
Malbomb
1915 Malcolm
1914 Malcolm-Jones
Malden Steam
1905 Malvern
1921 Manexall
1905 Manhattan
1912 Manistee
1908 Maplebay
1909 Marathon
1903 Marble-Swift
Marelock
1904 Marion
1916 Marion-Handley
Mark Electric
1900 Marlboro Steam
1903 Marmon
1912 Marquette
1903 Marr
Marron
1905 Marsh
1920 Marshall
1931 Martin
1919 Martin-Wasp
1906 Marvel
1908 Maryland
Mascotte
1906 Mason
1898 Mason Steam
1901 Massachusetts
Massilon
Master
Mather
1903 Matheson
1907 Mathews
1906 Maumee
1907 Maxim-Goodridge
Electric
1910 Maxwell
1904 Maxwell-Briscoe
1899 Mayer
1925 Mayfair
1911 Maytag
1906 McCrea
1908 McCue
1899 McCullough
1922 McCurdy
1923 McDonald
1910 McFarlan
1922 McGill
1909 McIntyre
1900 McKay Steam
1912 Mead
1915 Mecca
1907 Med-Bow
1900 Media
1904 Meiselbach
Melbourne
1923 Mel Special
1908 Menges
1909 Mercer
Merchant
1904 Mercury
1939 MERCURY*
1920 Merit
1905 Merkel
1914 Merz
1901 Messerer
Metcar
1902 Meteor
1914 Metropol
1922 Metropolitan
1909 Metz
1909 Metzger
1903 Michigan
1909 Middleby
1905 Midgley
1908 Midland
Midwest
1908 Mier
1911 Mighty Michigan
1916 Milac
1915 Milburn Electric
1912 Miller
1876 Mills Steam
1900 Milwaukee Steam
1915 Minneapolis
1914 Mino
Misson
1903 Mitchell
Mitchell-Lewis
1899 Mobile Steam
1903 Model
1907 Modern
1911 Modoc
1900 Moers
Mogul
1903 Mohawk
1901 Mohler
1904 Moline
1913 Moline-Knight
1920 Moller
1906 Monarch
1901 Moncrief
1914 Mondex-Magic
1915 Monitor
1915 Monroe
1900 Moody
1905 Moon
1902 Moore
1906 Mora
More
Moreland
Morelock
1914 Morgan
1895 Morris & Salom
1922 Morris-London
Morriss
1904 Morse
1911 Motorette
1946 Motorette
1914 Mount Pleasant
1902 Mover
1903 Moyea
1911 Moyer
1915 M.P.M.
1895 Mueller-Benz
1922 Mulford
1913 Multiplex
1906 Muncie
1950 MUNTZ*
1900 Murdaugh
1916 Murray
1921 Murray-Mac Six
1948 Mustang
Mutual
1900 National Electric
1920 National Sextet
1907 Neilson
1917 Nelson
1903 Neustadt-Perry
Newark
1899 New England
Steam
1916 New Era
New Erie
1901 New Home
New Parry
1926 New York
1903 Niagara
Nichols-Shepard
1902 Noble
1919 Noma
Norma
1902 Northern
1921 Northway
1904 Northwestern
1901 Norton
1912 Norwalk
1917 Novara
1912 Nyberg

—O—

1907 Oakland
1898 Oakman
1915 Obertine
1911 Octoauto
1934 Offenhauser
1916 Ogren
1900 Ohio Electric
1911 Ohio Falls
1909 Ohio Gas
1907 Okay
1903 Okey
1917 Oldfield
1897 OLDSMOBILE*
1905 Oliver
1917 Olympian
1912 Omaha
1909 Only
1916 Oregon
1900 Orient
Orion
1904 Ormond
1911 Orson
1909 Otto
1903 Ottokar
1911 Ottomobile
1912 Overholt
1903 Overland
1899 Overman Steam
1914 O-We-Go
1910 Owen
1915 Owen-Magnetic
1915 Owen Shoeneck
1908 Owen Thomas
1905 Oxford

—P—

1914 Pacific
1911 Pacific Special
1899 PACKARD*
Packers
1906 Page
1910 Page-Toledo
1909 Paige-Detroit
1906 Palmer
1905 Palmer-Moore
1907 Palmer-Singer
1918 Pan
1902 Pan-American
1909 Panther
1906 Paragon
1922 Paramount
1920 Parenti
1911 Parry
1905 Parsons
1917 Partin
1913 Partin-Palmer
Pastoria
1911 Pathfinder
1920 Patriot-Revere
1908 Patterson
1901 Pawtucket
1907 Payne-Modern
Peabody
1900 Peerless
Peninsular
1911 Penn
1917 Pennsy
1907 Pennsylvania
Penn-Thirty
1901 People's
1906 Perfection
1912 Perfex
1903 Perry
Peru
1913 P.E.T.
1914 Peter Pan
1921 Peters
1909 Petrel
1902 Phelps
1917 Phianna
1911 Phipps Electric
1900 Phoenix
1911 Pickard
1918 Piedmont
Pierce
1901 Pierce-Arrow
1899 Pierce Motorette
Pierce-Racine
1905 Pierce Stanhope
Piggins
1916 Pilgrim
1916 Pilliod
1911 Pilot
1909 Pioneer
1901 Piscorski
Pitcher
1905 Pittsburgh
1898 Pittsburgh
Electric
1947 Playboy
1910 Plymouth
1928 PLYMOUTH*
1914 Pneumobile
Polo
1902 Pomeroy
1916 Ponder
1906 Pontiac
1926 PONTIAC*
Pope
1897 Pope-Hartford
1902 Pope-Robinson
1901 Pope-Toledo
1904 Pope-Tribune
1903 Pope-Waverly
1917 Poppy
1919 Porter
1900 Porter Steam
1922 Port Huron
1914 Portland
Poss
1907 Postal
1909 Powercar
1920 Prado
1911 Pratt
1912 Pratt-Elkhart
Preferred
1903 Premier
1920 Premocar
1901 Prescott Steam
1922 Preston
1914 Pridemore
1906 Primo
Prince
1905 Princess
1923 Princeton
1921 Prodo
1902 Prospect
1947 Publix
1907 Pullman
1904 Pungs-Finch
1948 Pup
1902 Puritan (Steam)
Pyramid

—Q—

1902 Queen
1900 Quick
1904 Quinlan

—R—

1905 Rae Electric
1914 Railsbach
1904 Rainier
Raleo
1920 Raleigh
1900 Rambler
1905 Randall
1903 Randall Steam
1920 R. & L. Electric
1910 Randolph
R. & V. Knight
1907 Ranger
1903 Rapid
1907 Rassler
1905 Rauch & Lang
1911 Rayfield
1911 R.C.H.
1913 Read
1901 Reading Steam
Real
1902 Reber
1928 Red Bug
Red Jacket
Red Wing
Reed
1921 Rees
1908 Reeves
1908 Regal
1903 Regas
1903 Reid
1902 Reinertsen
1908 Reliable-Dayton
1903 Reliance
1923 Remal-Vincent
1901 Remington
1908 Reno
1904 Reo
1911 Republic
1918 Revere
1914 Rex
Reya
1908 Rhodes
1914 Richard
1922 Richelieu
1908 Richmond
1922 Rickenbacker
1909 Ricketts
1916 Riddle
1908 Rider-Lewis
1922 Riess-Royal
1899 Rigs-That-Run
1898 Riker
1902 Riley & Cowley
1917 Riper
1914 Ritz
Riveria
1911 R-O
1911 Roader
1916 Roamer
Robe
1904 Roberts
1914 Robie
1900 Robinson
1912 Robson
Roche 3-V
1901 Rochester Steam
1902 Rockaway
1946 Rocket
1920 Rock Falls
1931 Rockne
1908 Rockwell
1921 Rodgers
1909 Roebling
1911 Rogers
1901 Rogers & Hanford
1903 Rogers & Thatcher
1895 Rogers Petroleum
Carriage
1923 Rollin
1921 Rolls Royce
1909 Roman
1921 Romer
1929 Roosevelt
1899 Roper Steam
1905 Ross
1905 Ross Steam
1904 Rotary
Rovena
1904 Royal
1904 Royal-Tourist
1922 Rubay
Rugby
Ruler
1918 Rush
1902 Rushmobile
1903 Russell
Rutenberg
1929 Ruxton

—S—

1914 Saginaw
1909 St. Joe
1899 St. Louis
1896 Salisbury
1909 Salter
1914 Salvador
1904 Sampson
1913 S. & M.
1903 Sandusky
1902 Santos-Dumont
Savage
Sawyer
1914 Saxon
Saxon-Duplex
1917 Sayers
1907 Sayers & Scovill
1935 Scarab

(Continued on Page 95, Col. 1)

—N—

1912 Nance
1917 Napoleon
1917 NASH*
1903 National

Roster

(Continued from Page 94)

1904 Schacht
Schlosser
1907 Schnader
1913 Schram
1901 Scott
1921 Scott Newcomb
1914 Scripps-Booth
1901 Seagrave
1900 Searchmont
1907 Sears
1909 Sebring
1923 Sekine
1908 Selden
1909 Sellers
Sellew-Royce
1906 Senator
1917 Seneca
1915 Serpentine
1921 Serrifile
Seven Little Buffaloes
1920 Severin
1915 S. G. Gay
1910 S.G.V
1917 Shad-Wyck
1902 Shain
1906 Shamut
1915 Sharon
1909 Sharp-Arrow
1905 Shaum
1914 Shaw
Shaw-Wick
1902 Shelby
1921 Sheridan
1907 Shoemaker
1911 Sibley
1912 Sibley-Curtis
1914 Sigma
1913 Signet
1912 Silent
1906 Silent Knight
Silver Knight
1920 Simms Light Four
1893 Simons Steam
1905 Simplex
1918 Simplex Crane
1907 Simplicity
1908 Simplo Runabout
1908 Sinclair-Scott
1916 Singer
1907 Single Center
1903 Sintz
1915 S.J.R.
1920 Skelton
1900 Skene
1905 Smith
1901 Smith & Mabley
1921 S-N
Snyder
1908 Sommer
1905 Soules
1921 Southern Six
1907 Sovereign
1919 Spacke
Spartan
1900 Spaulding
1909 Special
1904 Speedway
1907 Speedwell
1921 Spencer
1921 Sperling
1914 Sphynx
1909 Spiller
1909 Spoerer
1904 Springer
1903 Springfield
1914 Sprite
1899 Squier
1917 S.S.E.
1911 Stafford
1905 Stammobile
Steam
1902 Standard
1914 Standard
Electrique
1900 Standard Steam
1912 Stanley
1896 Stanley Steam
1901 Stanton Steam
1920 Stanwood
1904 Star
Starin
1918 States
1928 Static Super
1907 Staver
1901 Steamobile
1900 Stearns
1917 Stearns Knight
1898 Stearns Steam
1914 Steco
1907 Steel Swallow
1908 Steinhart-Jensen
Steinmetz
1916 Stephens
1909 Sterling
1922 Sterling Knight
1909 Sternberg
1917 Stetson
1902 Stevens-Duryea
1916 Stewart
1922 Stewart-Coats
1913 Stickney
Motorette
1908 Stilson
1911 Stoddard
1904 Stoddard Dayton
1911 Stoddard Knight
1902 Storch Steam
1915 Storms Electric
1900 Strathmore
1923 Stratton
Stratton Premier
1905 Streator
1901 Stringer Steam
1910 Strobel & Martin
1900 Strong & Rogers
1915 Strouse
1912 STUDEBAKER*
1902 Studebaker
Electric
1905 Studebaker-Garford
1898 Sturges Electric
1904 Sturtevant
1912 Stutz
1911 Stuyvesant
1912 Suburban
1906 Success
1908 Sultan
Summit
1915 Sun
1906 Sunset
1914 Superior
1922 Supreme
1904 Synnestvedt
Steam
1899 Syracuse Electric

—T—

1922 Tarkington
1901 Taunton Steam
1918 Templar
1910 Templeton-Dubrie
1932 Terrapiane
1915 Tex
1919 Texan
Texmobile
Thermat-Monohan
1902 Thomas
1907 Thomas-Detroit
1900 Thomson
1901 Thorobred
1900 Thresher
1913 Tiffany
Tiffin
1914 Tiger
Tillie
1903 Tincher
1899 Tinkham
1935 Tjaarda
1903 Toledo
1900 Toledo Steam
Tonawanda
1905 Toquet
1902 Torbensen
1922 Totem
1912 Touraine
1903 Tourist
1948 Towne Shopper
1922 Trask-Detroit
Steam
1924 Traveler
1907 Trebert
Triangle
1913 Tribune
Trimo
1896 Tri-Moto
1900 Trinity Steam
1900 Triumph
1914 Trumbull
1900 Tucker
1947 Tucker
1917 Tulsa
Turner-Friche
1912 Twin City
1914 Twombly
1902 Twyford

—U—

Ultimate
1902 Union
1905 United
1908 Unito
1917 Universal
1907 University
Unwin
1902 Upton
1908 U. S.
1900 U. S. Long-Distance

—V—

Valey
1909 Van
1907 Vandegraft
1912 Van Dyke
1911 Van-L
1900 Van Wagoner
1905 Vaughan
1903 V.E.C. Electric
1900 Velie
1916 Vernon
1914 Vestal
1907 Victor Steam
1920 Victory
1908 Viking
1911 Virginian
1914 Vixen
1918 Vogue
1913 Vulcan

—W—

1915 Waco
1913 Wagenhals
1914 Wahl
1909 Waldron
1905 Walker Electric
1901 Wall
1906 Walter
1920 Waltham
1900 Waltham-Orient
1903 Walther
1905 Walworth
1914 Ward Electric
1901 Ward Leonard
1905 Warren
1909 Warren-Detroit
1901 Warwick
1909 Washington
1920 Wasp
1904 Waterloo
Waterous
1910 Watt
1908 Waukeshaw
1904 Waverly Electric
1904 Wayne
1903 Welch
1910 Westcott
1909 Western
Westfield
1912 W.F.S.
1900 Whaley Henriette
1921 Wharton
1926 Whippet
1909 White
1906 White Hickory
White Star
1901 White Steam
1905 Whiting
1903 Whitney Steam
1902 Wick
Wiedley-Entz
Wilco Six
1907 Wilcox
1902 Willman
1905 Willard
1907 Williams Electric
1921 Wills Ste. Claire
1930 WILLYS*
1940 Willys-American
1908 Willys-Overland
1913 Willys-Knight
1903 Wilson
1929 Windsor
Windsor-White
1922 Wing
1920 Winther
1897 Winton
1899 Wisconsin
1921 Wizard
1907 Wolf
1904 Wolverine
1904 Wolverine-Detroit
1909 Wonder
1902 Woodroof
1918 Woods
1901 Woods Electric
1914 Woods Mobilette
Woodworth
1909 Worth

—Y—

1903 Yale
Yates
1905 York
1908 York-Pullman

—Z—

1902 Zent
1908 Zentmobile
1908 Zimmerman
1913 Zip

Accident Statistics for 1950

Types of Accidents Resulting in Deaths and Injuries

	Persons Killed	Per Cent	Persons Injured	Per Cent
COLLISION WITH:				
Pedestrian	9,400	26.5	299,500	16.6
Automobile	12,410	35.0	1,034,430	57.5
Horse-Drawn Vehicle	40	.1	1,800	.1
Railroad Train	1,430	4.0	9,000	.5
Street Car	40	.1	3,600	.2
Other Vehicle	120	.3	3,600	.2
Fixed Object	3,000	8.5	117,560	6.5
Bicycle	450	1.3	33,750	1.9
Non-Collision	8,530	24.0	291,160	16.2
Miscellaneous	80	.2	5,400	.3
TOTAL	35,500	100.0	1,799,800	100.0

Source: The Travelers.

Actions of Drivers Resulting in Deaths and Injuries

	Persons Killed	Per Cent	Persons Injured	Per Cent
Exceeding speed limit	13,300	49.8	475,500	39.3
On wrong side of road	4,750	17.8	105,300	8.7
Did not have right-of-way	2,780	10.4	321,860	26.6
Cutting in	190	.7	30,250	2.5
Passing standing street car	30	.1	1,210	.1
Passing on curve or hill	270	1.0	4,840	.4
Passing on wrong side	610	2.3	27,830	2.3
Failed to signal and improper signaling	560	2.1	68,970	5.7
Car ran away—no driver	30	.1	1,210	.1
Drove off roadway	1,390	5.2	35,090	2.9
Reckless driving	2,270	8.5	108,900	9.0
Miscellaneous	520	2.0	29,040	2.4
TOTAL	26,700	100.0	1,210,000	100.0

Source: The Travelers.

Actions of Pedestrians Resulting in Deaths and Injuries

	Pedestrians Killed	Per Cent	Pedestrians Injured	Per Cent
CROSSING AT INTERSECTION:				
With Signal	260	2.8	26,650	8.9
Against Signal	590	6.3	28,150	9.4
No Signal	1,270	13.5	40,730	13.6
Diagonally	170	1.8	3,590	1.2
Crossing between Intersections	3,740	39.8	78,170	26.1
Waiting for or getting on or off street car	10	.1	300	.1
Standing on safety isle	10	.1	300	.1
Getting on or off other vehicle	60	.6	5.990	2.0
Children playing in street	540	5.8	49,720	16.6
At work on road	290	3.1	8,090	2.7
Riding or hitching on vehicle	60	.6	2,100	.7
Coming from behind parked car	630	6.7	27,250	9.1
Walking on rural highway	1,220	13.0	6,890	2.3
Not on roadway	330	3.5	19,470	6.5
Miscellaneous	220	2.3	2,100	.7
TOTAL	9,400	100.0	299,500	100.0

Source: The Travelers.

Persons Killed — By Age Groups

	Ages 0-4	Per Cent	Ages 5-14	Per Cent	Ages 15-64	Per Cent	Ages 65 & Over	Per Cent
COLLISION WITH:								
Pedestrian	470	37.9	970	44.1	5,630	20.7	2,330	48.3
Automobile	410	33.1	530	24.1	10,010	36.8	1,460	30.2
Horse-drawn vehicle					30	.1	10	.2
Railroad train	50	4.0	50	2.3	1,250	4.6	80	1.7
Street car					30	.1	10	.2
Other vehicle					100	.4	20	.4
Fixed object	60	4.8	70	3.2	2,680	9.8	190	3.9
Bicycle	10	.8	280	12.7	140	.5	20	.4
Non-collision	240	19.4	300	13.6	7,280	26.7	710	14.7
Miscellaneous					80	.3		
TOTAL	1,240	100.0	2,200	100.0	27,230	100.0	4,830	100.0

Source: The Travelers.

Age Groups of Drivers in Accidents

	Drivers in Fatal Accidents	Per Cent	Drivers in Non-Fatal Accidents	Per Cent
Under 18 years	1,290	3.0	34,260	1.9
18 to 24 years	10,500	24.3	369,610	20.5
25 to 64 years	29,420	68.1	1,354,050	75.1
65 and over	1,990	4.6	45,080	2.5
TOTAL	43,200	100.0	1,803,000	100.0

Source: The Travelers.

Operating Experience of Drivers in Accidents

	Drivers in Fatal Accidents	Per Cent	Drivers in Non-Fatal Accidents	Per Cent
Less than 3 months	300	.7	16,230	.9
3 to 6 months	180	.4	14,420	.8
6 to 12 months	300	.7	21,640	1.2
1 year or more	42,420	98.2	1,750,710	97.1
TOTAL	43,200	100.0	1,803,000	100.1

Source: The Travelers.

Road Conditions Prevailing in Accidents

	Fatal Accidents	Per Cent	Non-Fatal Accidents	Per Cent
Dry	23,130	75.1	807,910	68.7
Wet	6,590	21.4	288,120	24.5
Snowy	460	1.5	35,280	3.0
Icy	620	2.0	44,690	3.8
TOTAL	30,800	100.0	1,176,000	100.0

Source: The Travelers.

Direction of Travel of Cars Involved in Accidents

	Persons Killed	Per Cent	Persons Injured	Per Cent
Going straight	29,080	81.9	1,209,400	67.2
Turning right	530	1.5	37,800	2.1
Turning left	1,630	4.6	113,400	6.3
Backing	320	.9	39,600	2.2
Skidding	1,600	4.5	55,800	3.1
Car parked or standing still	1,350	3.8	97,200	5.4
Slowing or stopping	390	1.1	216,000	12.0
Miscellaneous	600	1.7	30,600	1.7
TOTAL	35,500	100.0	1,799,800	100.0

Source: The Travelers.

Road Location of Accidents

	Persons Killed	Per Cent	Persons Injured	Per Cent
Between intersections	8,230	23.2	482,400	26.8
Rural intersections	2,020	5.7	131,400	7.3
Highway	12,670	35.7	422,800	23.5
Driveway	120	.3	5,400	.3
Curve	5,600	15.8	160,200	8.9
Street intersection	5,150	14.5	568,800	31.6
Railroad crossing	1,430	4.0	9,000	.5
Bridge	280	.8	19,800	1.1
TOTAL	35,500	100.0	1,799,800	100.0

Source: The Travelers.

Conditions of Motor Vehicles Involved in Fatal and Non-Fatal Accidents

	Vehicles in Fatal Accidents	Per Cent	Vehicles in Non-Fatal Accidents	Per Cent
In apparently good condition	40,940	94.0	1,782,740	97.1
Brakes defective	910	2.1	23,870	1.3
Steering mechanism defective	170	.4	5,510	.3
Glaring lights			1,840	.1
1 or 2 headlights out	440	1.0	5,510	.3
Tail-light out or obscured	130	.3	1,840	.1
Other defects in equipment	520	1.2	9,180	.5
Puncture or blowout	440	1.0	5,510	.3
TOTAL	43,550	100.0	1,836,000	100.0

Source: The Travelers.

Commercial-Car Factory Sales

By Body Type

1950	
Station Wagons*	123,028
Cab-Over-Engine	22,370
Multi-Stop Trucks	21,667
School-Bus Chassis	19,952
6-Wheel, 3-Axle Trucks	16,074
Diesel Engine Trucks	13,899
Motor Coaches	4,907
Ambulances and Funeral Cars	911
1949	
Station Wagons*	102,040
Multi-Stop Trucks	19,479
School-Bus Chassis	13,896
Cab-Over-Engine	13,325
Diesel Engine Trucks	6,047
Motor Coaches	5,511
6-Wheel, 3-Axle Trucks	4,122
Ambulances and Funeral Cars	2,853
1948	
Station Wagons*	110,312
Cab-Over-Engine	31,047
School-Bus Chassis	23,755
Multi-Stop Trucks	21,380
Motor Coaches	12,299
6-Wheel, 3-Axle Trucks	5,764
Diesel Engine Trucks	5,698
Ambulances and Funeral Cars	4,727
1947	
Station Wagons*	81,973
Cab-Over-Engine	32,603
School-Bus Chassis	30,431
Motor Coaches	19,110
Multi-Stop Trucks	15,876
Diesel-Engine Trucks	6,209
Ambulances and Funeral Cars	3,746

*Includes those built on both passenger-car and truck chassis.

Source: Automobile Mfrs. Assn.

Accident Rates of Motor Transportation Fleets

TYPE OF FLEET	JULY 1, 1949 TO JUNE 30, 1950: Fleets	Vehicles	Vehicle Miles (000)	Accidents	Acc. Rate Per 100,000 Miles	Three years 1947-50 Accident Rate
ALL FLEETS	1,915	155,081	2,554,940	53,588	2.10	2.96
ALL TRUCKS	1,472	108,977	1,527,841	32,187	2.11	3.28
Intercity-Truck-Common Carrier	97	6,856	283,307	3,084	1.09	1.24
Intercity-Truck-Private Carrier	119	13,548	152,054	935	.61	.66
City-Truck-Common Carrier	66	3,341	36,176	3,203	8.85	22.50
City-Truck-Private Carrier	277	9,399	103,573	1,940	1.87	1.70
City-Truck-Contract Carrier	73	1,653	20,090	979	4.87	6.07
Bakeries	148	7,642	126,793	2,431	1.92	2.33
Beverages	27	831	6,087	291	4.78	6.20
Coal & Ice	31	1,146	10,812	298	2.76	4.02
Ice Cream & Dairy Products	94	5,109	80,977	1,469	1.81	2.33
Fluid Milk	125	14,157	109,979	4,070	3.70	3.53
Laundry & Dry Cleaning	40	745	8,210	234	2.85	3.67
Meat Packing	55	2,689	36,520	1,902	5.21	5.38
Newspapers	16	1,031	19,184	845	4.40	4.76
Petroleum-Intercity-Truck	39	4,061	128,383	1,374	1.07	1.30
Petroleum-City-Truck	78	6,965	116,839	2,057	1.76	2.01
Public Utilities	187	29,804	288,857	7,075	2.45	2.54
ALL BUSES & TAXICABS	102	8,246	429,708	15,007	3.49	4.11
Intercity-Bus	41	2,922	224,614	2,506	1.12	1.41
City-Suburban-Bus	13	701	28,185	881	3.13	3.26
City-Bus	36	4,299	158,248	11,090	7.01	8.38
Taxicabs	12	324	18,661	530	2.84	3.67
ALL PASSENGER CARS	341	37,858	597,391	6,394	1.07	1.16
Passenger Cars-Eastern	175	20,598	303,363	3,898	1.28	1.39
Passenger Cars-Western	166	17,260	294,028	2,496	.85	.90

Source: National Safety Council.

General Motors

Unit Sales of Cars and Trucks

Sales to Dealers and Overseas Shipments

Postwar

Sales of Automobile:
Produced in the United States

PASSENGER CARS	1950	1949	1948	1947	1946
Buick	554,326	397,978	273,845	268,798	153,733
Cadillac	109,515	82,043	65,714	59,652	27,993
Chevrolet	1,517,609	1,106,051	775,199	699,868	393,109
Oldsmobile	397,884	282,734	193,853	192,684	112,680
Pontiac	467,259	333,398	254,684	221,747	129,700
TOTAL passenger cars	3,046,593	2,202,204	1,563,295	1,442,749	817,215
TRUCKS AND COACHES					
Chevrolet	492,002	381,591	391,141	337,241	269,843
GMC	112,557	86,677	97,306	65,895	36,393
Other	2,206	2,422	.....	.....	.....
TOTAL trucks and coach.e	606,765	470,690	488,447	403,136	306,236
Sales of Cars and Trucks Produced in:					
United States Plants	3,653,358	2,672,894	2,051,742	1,845,885	1,123,451
Canadian Plants	158,805	91,503	94,563	85,033	51,997
TOTAL U. S. and Canada	3,812,163	2,764,397	2,146,305	1,930,918	1,175,448
Overseas Manufacturing Plants	180,135	131,951	74,688	61,453	53,586
TOTAL SALES from all sources	3,992 298	2.896,348	2,220,993	1,992,371	1,229,034

Prewar

Sales of Automobiles
Produced in the United States

PASSENGER CARS	1941	1940	1939	1938	1937
Buick	317,986	310,823	230,088	175,369	225,936
Cadillac	60,037	40,206	38,390	28,297	44,724
Chevrolet	934,282	892,109	647,099	489,653	867,734
Oldsmobile	231,788	213,907	158,005	94,225	211,715
Pontiac	283,885	249,380	169,320	99,211	231,615
TOTAL passenger cars	1,827,978	1,706,425	1,242,902	886,755	1,581,724
TRUCKS AND COAC.IES					
Chevrolet	321,826	243,717	244,473	166,118	264,897
GMC	.....	.....	.....	.....	.....
Other	.....	.....	.....	.....	.....
TOTAL trucks and coaches	321,826	243,717	244,473	166,118	164,897
Sales of Cars cnd Trucks Produced in:					
United States Plants	2,149,804	1,950,142	1,487,375	1,052,873	1,846,621
Canadian Plants	107,214	75,071	55,170	56,028	81,212
TOTAL U. S. and Canada	2,257,018	2,025,213	1,542,545	1,108,901	1,927,833
Overseas Manufacturing Plants	43,010	55,353	184,310	199,742	188,116
TOTAL SALES from all sources	2,300,028	2,080,566	1,726,855	1,308,643	2,115,949

NOTES: Sales from all sources for the intervening years omitted from the table above were as follows: 308,044 units in 1945; 317,032 units in 1944; 194,144 units in 1943; and 348,806 units in 1942.

GMC includes sales of GMC Truck & Coach Division beginning October 1, 1943. Sales by its predecessor, Yellow Truck & Coach Mfg. Co., were as follows: first nine months of 1943—107,785; 1942—151,070; 1941—112,591; 1940—61,352; 1939—44,571; 1938—24,963; and 1937—57,816.

Chrysler vs. General Motors

Stock Price Ranges and Related Items

Year	Approx. Price Range Chrysler	Approx. Price Range GM	Price-Earn. Ratios Chrysler	Price-Earn. Ratios GM	Yield on Average Price Chrysler	Yield on Average Price GM
Current	76¾	51½	7.7*	7.4*	9.1*	8.7*
1950	84 -62	55 -34	5.7 - 4.2	5.9 - 3.6	13.3	13.5
1949	68 -44	36 -26	4.5 - 2.9	5.0 - 3.5	9.3	12.8
1948	66 -51	33 -25	6.4 - 4.9	6.8 - 5.2	6.8	7.7
1947	67 -43	33 -26	8.7 - 5.5	10.5 - 8.3	5.2	5.1
1946	70 -37	40 -24	22.8 -12.1	45.7 -27.3	2.8	3.5
1941	36 -21	24 -17	7.8 - 4.5	10.9 - 6.4	10.5	9.7
1940	46 -26	28 -18½	10.5 - 6.1	13.1 - 8.6	7.6	8.0
1939	47 -26	28½-18	11.1 - 6.3	14.1 - 9.0	6.8	7.5
1938	44 -17	27 -12½	20.4 - 8.2	24.9 -11.7	3.2	3.8
1937	67 -23	35 -14	11.6 - 4.0	16.1 - 6.5	11.0	7.6
1936	69 -42	38½-27	9.7 - 6.0	14.4 -10.1	10.7	6.9
1935	47 -15	29½-13	11.7 - 3.8	16.1 - 7.2	3.2	5.2
1932	11 - 2½	12 - 3¾	deficit	deficit	7.5	7.8
1929	67 -13	42 -16½	27.4 - 5.3	16.7 - 6.1	3.7	5.7

*Based on estimated 1951 earnings, Chrysler $10.00 per share, General Motor $7.00 per share; Estimated 1951 dividends, Chrysler $7.00 per share, General Motors $4.50 per share.

Source: Ralph W. H. Geer, Argus Research Corp.

The Current Financial Position Of Automotive Companies

Car, Truck and Trailer Manufacturers

COMPANY	1950 CURRENT RATIO	SHARES OF COMMON STOCK	(000 omitted) NET SALES 1950	NET SALES 1949	NET PROFIT 1950	NET PROFIT 1949	DIVIDEND PAYMENTS 1950	DIVIDEND PAYMENTS 1949
Autocar	4.0 to 1	548,472	28,111	22,250	491,359	(1,165,255)	—	—
Chrysler	2.4 to 1	8,702,264	2,190,693	2,084,602	127,876,791	132,170,096	9.75	6.50
Diamond T	2.5 to 1	421,259	27,089	21,279	328,981	148,581	1.00	1.00
Divco Corp.	3.6 to 1	450,000	9.853	7,950	1,047,737	739,786	1.60	1.60
Federal Motor Truck					1,113,594	784,449	—	—
Ford Motor of Canada							3.00	2.00
Fruehauf Trailer	2.5 to 1	1,459,147	127,683	77,622	8,620,035	2,805,276	2.00	2.00
General Motors	2.9 to 1	87,565,228	7,53..086	5,700,835	834,044,039	656,434,232	6.00	4.00
Hudson	2.5 to 1	1,906,573	267,220	259,597	12,002,274	10,111,219	2.50	1.00
Mack Trucks	1.7 to 1	1,494,668	123,363	78,328	1,387,697	(43,995,139)	—	—
Nash-Kelvinator	2.8 to 1	4,341,109	427,203	364,193	30,536,326	26,229,931	2.85	2.15
Packard	3.1 to 1	14,891,340	174,415	212,587	5,162,348	7,706,042	—	.50
Reo Motors	1.5 to 1	492,355	55,663	23,243	2,142,309	(1,968,316)	—	—
Sterling Motor Truck	3.6 to 1	211,477	7,275	6,150	49,145	(96,858)	.10	.10
Studebaker	2.2 to 1	2,355,460	477,066	473,119	22,506,829	27,563,876	3.35	2.50
Trailmobile		562,143	52,049	28,140	3,282,638	249,214	.50	—
Twin Coach	1.9 to 1	472,500	15,612	16,487	364,817	(905,829)	—	—
White Motor	3.2 to 1	687,500	102,652	77,399	4,222,414	970,653	1.60	1.15
Willys-Overland	2.8 to 1	2,763,269	107,886	142,363	1,605,517	3,423,711	—	—

Tire and Rubber Companies

COMPANY	1950 CURRENT RATIO	SHARES OF COMMON STOCK	(000 omitted) NET SALES 1950	NET SALES 1949	NET PROFIT 1950	NET PROFIT 1949	DIVIDEND PAYMENTS 1950	DIVIDEND PAYMENTS 1949
Firestone	3.5 to 1	1,951,934	690,571	579,606	33,267,561	17,823,621	5.00	4.00
General Tire	3.5 to 1	586,4.9	125,376	92,579	8,557,616	1,014,883	3.00	2.00
Goodrich	4.9 to 1	4,102,629	543,312	387,918	34,708,355	20,935,738	6.50	5.50
Goodyear	5.3 to 1	2,065,303	845,138	633,506	35,109,355	20,230,520	5.00	4.00
Lee Rubber	5.5 to 1	253,58:	39,267	3..947	3,381,913	1,211,499	5.00	3.00
Mansfield Tire	2.0 to 1	161,204	47,401	24,281	2,525,487	(420,608)	2.00	.70
Seiberling	3.0 to 1	301,010	38,321	25,339	1,815,560	(359,351)	—	—
U. S. Rubber	2.5 to 1	1,761,092	695,756	517,440	24,657,647	15,100,072	5.00	3.00

Parts, Accessories and Miscellaneous Suppliers

COMPANY	1950 CURRENT RATIO	SHARES OF COMMON STOCK	(000 omitted) NET SALES 1950	NET SALES 1949	NET PROFIT 1950	NET PROFIT 1949	DIVIDEND PAYMENTS 1950	DIVIDEND PAYMENTS 1949
Ainsworth Mfg. Co.	2.2 to 1	413,862	23,192	17,591	663,988	567,791	1.00	1.00
Allen Industries	1.9 to 1	559,200	33,974	24,795	1,488,547	1,003,082	1.05	.75
American Forging & Socket	3.1 to 1	231,400		5,169	620,201	497,683	1.12	.87
American Metal Products	2.1 to 1	859,920	30,757	20,188	2,969,942	3,031,273	1.90	1.25
Baldwin Rubber	3.3 to 1	393,689		13,901	1,445,941	854,100	1.30	.95
Bendix Aviation	3.7 to 1	2,117,453	219,420	182,674	16,954,116	11,086,781	5.00	3.50
Bingham-Herbrand	2.0 to 1	315,176	14,426	11,478	1,194,586	830,144	1.50	1.25
Bohn Aluminum	2.9 to 1	352,418	39,840	29,233	1,778,398	(565,429)	1.25	.75
Borg-Warner	2.3 to 1	2,336,750	330,924	252,366	29,027,224	22,046,885	7.00	5.50
Bower Roller Bearing	2.8 to 1	900,000	31,092	22,571	3,119,026	2,535,897	1.75	1.50
Briggs Manufacturing							3.50	3.00
Briggs & Stratton	3.2 to 1	594,298	27,040	23,530	2,677,442	2,967,952	2.75	2.75
Budd Company	1.9 to 1	3,476,439	290,409	266,633	18,425,800	14,808,116	1.50	.70
Campbell, Wyant & Cannon	2.7 to 1	344,925	23,520	16,014	1,618,799	1,001,347	2.50	2.00
Clark Equipment	2.8 to 1	529,787	68,602	53,797	4,781,552	2,654,706	3.00	2.00
Cleveland Graphite	3.8 to 1	666,711	42,187	29,588	3,914,228	2,635,248	2.60	1.80
Continental Motors	2.3 to 1	3,300,000	96,404	73,192	3,611,245	1,801,205	.40	.20
Dana Corp.	2.5 to 1	2,500,000	118,786	106,148	12,863,160	8,314,553	4.00	1.00
Decker Mfg. Co.	2.3 to 1	281,385	2,220	1,555	300,119	193,576	.45	.20
Detroit Aluminum & Brass	3.5 to 1	453,600	4,373	3,477	516,966	226,233	.50	.50
Detroit Gasket & Mfg.	2.0 to 1	524,168	25,660	18,795	1,846,664	530,649	1.00	.50
Doehler-Jarvis	3.1 to 1	1,067,642	83,307	65,020	6,968,511	4,225,104	2.50	2.50
Douglas & Lomason					1,442,941	1,413,280	1.75	1.50
Dunn Steel Products	2.9 to 1	150,000	1,438	1,107	213,446	179,305	.60	.60
Eaton Mfg. Co.	2.4 to 1	1,789,942	148,302	102,228	12,722,734	8,259,530	4.00	3.00
Electric Auto-Lite	2.4 to 1	1,494,855	245,389	217,526	16,670,495	11,328,420	3.75	3.00
Electric Storage Battery	4.3 to 1	907,810	91,734	89,143	4,564,827	1,715,518	2.50	2.25
Evans Products	3.2 to 1	244,190			1,277,248	517,484	.50	—
Federal Mogul	4.6 to 1	559,192	25,695	21,229	3,133,920	2,004,835	2.20	1.75
Federal Screw Works	2.9 to 1	210,000			430,668	566,619	1.25	1.25
Fuller Mfg. Co.							1.25	1.00
Gabriel Company	2.3 to 1	356,508	12,670	9,751	824,272	325,674	.55	.10
Gemmer Mfg. Co.	3.2 to 1	200,000	14,270	15,258	839,839	732,988	1.30	1.00
Gerity-Michigan	3.2 to 1	767,500	11,819	15,646	279,471	633,967	—	.40
Hall Lamp Co.	3.2 to 1	314,928	8,812	6,192	304,828	102,373	.35	.30
Hastings Mfg. Co.					769,434	868,822	.60	.60
Hayes Industries	2.7 to 1	333,000	7,770	7,550	769,434	537,165	1.00	1.00
Hayes Mfg.	4.8 to 1	1,059,853	12,711	14,491	(134,583)	1,111,706	.30	.60
Hercules Motors					905,577	1,339,224	1.00	1.00
Hoover Ball & Bearing	3.9 to 1	174,329	6,190	3,891	493,265	159,244	1.75	1.00
Houdaille-Hershey	2.7 to 1	785,000	63,336	53,140	3,278,131	1,745,652	1.25	1.00
Hupp Corp.		1,995,220			537,137	(669,268)	—	—
Hurd Lock							—	.30
Jacobs Co., F. L.	2.4 to 1	637,261	30,431	27,397	528,367	(965,672)	—	—
Kelsey-Hayes Wheel	2.2 to 1	328,244	85,591	80,724	5,499,925	4,872,327	3.00	1.50
Kent-Moore Organ	3.5 to 1	320,000			530,370	451,336	1.20	.80
King-Seeley Corp.	3.2 to 1	448,103	28,766	21,445	2,788,686	1,836,187	2.80	1.90
Kingston Products	3.8 to 1	1,050,000	8,672	7,745	662,190	428,484	.30	.20
Kysor Heater Co.	4.3 to 1	191,000			155,969	55,251	.35	.22
Lakey Foundry & Mach.	2.3 to 1	490,338	12,333	12,677	277,645	860,077	.40	1.10
Lansing Stamping							.20	.20
McCord Corp.	4.6 to 1	383,956	29,989	33,276	2,367,426	2,139,073	2.50	2.00
McQuay-Norris	2.6 to 1	355,939	18,339	15,705	759,547	376,402	1.00	1.20
Masco Screw Products							.20	.10
Michigan Bumper							.70	.60
Michigan Steel Tube Prod.	4.7 to 1	200,000	7,360	6,887	641,389	467,736	.90	.75
Midland Steel Products	3.7 to 1	469,830	70,827	57,078	7,040,438	5,349,151	6.75	5.25
Monroe Auto Equipment	1.9 to 1	383,962	12,272	18,070	475,198	914,558	.30	.30
Motor Products	2.6 to 1	389,754	65,650	59,052	4,559,898	2,719,480	2.00	2.00
Motor Wheel	3.0 to 1	845,752	63,342	52,156	4,621,616	3,461,186	3.20	2.60
Murray Corp. of America	3.2 to 1	967,760	120,025	97,844	11,081,829	6,802,656	2.80	1.60
Muskegon Piston Ring							1.00	.80
National Auto. Fibres	3.8 to 1	996,145	47,532	39,355	4,779,025	4,416,675	1.70	1.60
Peninsular Metal Products							.05	—
Perfect Circle Co.							.93	.80
Pressed Metals of America	2.4 to 1	295,906	16,500	13,643	1,467,569	1,332,429	1.00	.75
Raybestos-Manhattan	3.4 to 1	628,100	65,445	48,770	4,868,769	2,047,361	2.37	2.12
Reynolds Spring	2.1 to 1	291,725	14,759	11,417	716,365	385,140	.50	—
Ryerson & Haynes	1.8 to 1	440,800	6,620	5,476	771,211	576,192	.82	.58
Sheller Mfg. Co.	2.6 to 1	1,106,680	42,066	31,683	4,701,451	3,689,812	.90	.58
Smith Co., A. O.	3.8 to 1	1,000,000	176,618	152,448	7,457,415	7,026,341	1.60	1.60
Soss Mfg. Co.	2.8 to 1	234,000	4,295	4,082	497,274	401,587	1.12	1.00
Standard Products	2.3 to 1	300,000	16,264	13,302	385,837	405,571	.30	.10
Standard Tube	1.7 to 1	500,000	8,233	5,283	538,363	244,913	.30	.10
Stewart-Warner	2.6 to 1	1,290,220	80,482	54,610	4,584,936	2,163,106	1.50	1.00
Timken-Detroit Axle	4.2 to 1	2,172,343	74,913	89,628	3,732,873	5,057,949	1.75	1.50
Timken Roller Bearing	4.0 to 1	2,421,380	144,055	99,438	15,402,720	3,530,617	3.50	2.75
Thermoid	2.2 to 1	797,000	28,608	21,368	1,927,895	892,642	.60	.15
Thompson Products	2.8 to 1	1,049,514	123,312	107,609	8,252,459	6,014,748	1.50	1.50
United Specialties	2.3 to 1	160,000	9,621	7,817	549,729	343,287	1.25	.75
Universal Products	3.7 to 1	200,000	11,593	10,698	1,540,529	1,123,640	4.00	3.50
Vogt Mfg. Co.	5.4 to 1	190,000			555,029	446,156	1.90	1.60
Wayne Screw Products	4.8 to 1	400,000	1,319	994	67,077	56,707	.12	.12
Waukesha Motors	6.0 to 1	600,000	17,069	23,061	627,693	1,020,672	1.00	1.00
Woodall Industries	3.0 to 1	395,000	24,886	22,107	1,631,850	1,624,592	1.15	1.00
Young Spring & Wire	4.1 to 1	408,658	51,803	50,707	4,684,498	3,698,753	5.00	3.00

NOTE: Figures in parentheses denote loss.

Can you tell which of these 3 men are typical of International Truck dealers?

(Look carefully—there's more to this than meets the eye)

CLUES

Every International Truck offers a truckload of selling advantages that make International Truck Dealers happy:

1. More room. The Comfo-Vision Cab of every International Truck is the "roomiest cab on the road."

2. Outdoor visibility. The one-piece, curved Sweepsight windshield gives full front visibility.

3. Custom comfort. International Truck Dealers can offer soft-cushioned, fully adjustable seats in sizes and styles to suit owner and driver preferences.

4. "Floating suspension" cab mounting. Every Comfo-Vision Cab floats on live rubber.

5. Controlled ventilation. A large cowl ventilator and ventilating windows permit drivers to regulate cab "climate" easily and conveniently.

6. Easy handling. Every International Truck offers more positive control from a more comfortable position and turns easily in the shortest practical circles.

7. Valve-in-head power. International engines give more power for climbing hills and steep grades.

8. Complete specialization. The world's most complete line of trucks offers prospects the right truck for the job—with the right transmission, right axle, right units throughout.

ANSWER

What's that? You say that all 3 men are smiling . . . that all 3 men look happy? Well, that's because *all 3 are typical of dealers* who sell International Trucks. Get complete information about the valuable International Truck franchise now!

International Harvester Builds McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers

International Harvester Company • Chicago

INTERNATIONAL TRUCKS

Every model heavy-duty engineered to save prospects money

Output, Sales at Alltime Peaks . . .

1950 Record Year for Industry

(Continued from Page 7)

NADA convention attracts record 10,000. Fred Haller (Hudson), Washington, was elected president to succeed George Ziesmer (Ford), Mankato, Minn. A resolution adopted at the NADA parley said makers could improve distribution system to correct bootlegging. One auto executive said the resolution reminded him of "a dog barking at its own shadow. We'll help him bark."

Settlement of $50,000,000 stockholders suit against Kaiser-Frazer sought in Detroit federal court . . . Frank A. Seiberling, 90, board chairman and founder of Seiberling Rubber, retires . . . NADA, Automobile Manufacturers Assn., National Highway Users Conference and American Automobile Assn. ask repeal of auto excises at Washington hearing.

Studebaker and Hudson cut prices $86 to $170 to aid their competitive positions . . . Mercury wins Grand Canyon Economy run with record of 61.2711 "ton-miles" per gallon . . . Automotive News survey reveals average life span of auto dealers is 62 years, compared with average life expectancy of 65-67 years.

U. S. Bureau of Public Roads begins tests in Maryland to find if trucks damage roads . . . Chicago Auto show attracts record 478,000 persons. Approximately 10,000 vehicle sales were credited to the show.

* * *

March

Justice department subpenas 49 Chicago dealers, their records, and those of 10 line associations for possible antitrust action . . . Dealerships total 46,821, compared with 49,173 a year ago . . . Ned Jordan, one-time automaker and advertising wizard, begins writing weekly column in Automotive News.

Ford and Lincoln-Mercury dealers donate $1,000,000 for Detroit memorial auditorium dedicated to Henry and Edsel Ford. Another $1,500,000 was donated by the Ford Fund . . . Ford starts discount-holdback system . . . Auto credit was 22 percent over February.

Billed as a test of factory-dealer contracts, a suit filed by Preston Motor Sales (DeSoto), Oneonta, N. Y., against Chrysler Corp. and two of its field officials, was settled out of court for an undisclosed sum. Preston charged he was "wrongfully cancelled." Chrysler said he refused to improve his facilities.

Cliff Knoble, one-time advertising director of Tucker Corp., said Tucker failed because he fell out of government favor, not because of any industry conspiracy.

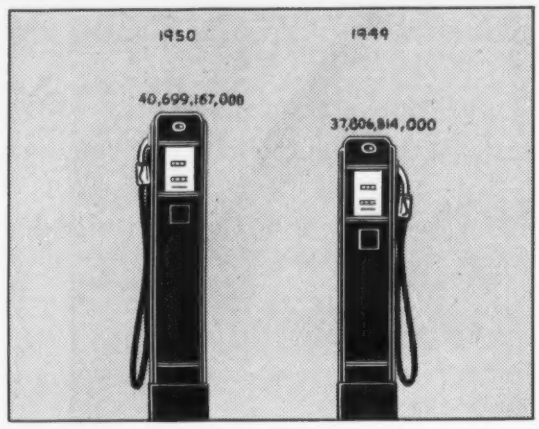
* * *

April

Dealer associations continue to blast factory distribution systems. . . . Atty. Gen. McGrath says territorial security clauses violate antitrust laws. . . . With Chrysler strike 9½ weeks old, UAW opens contract talks with GM. Union asks $125 a month pensions, nine-cent hourly wage hike and fringe benefits.

Willys-Overland reduces prices $40 to $120. . . . Hudson resumes Canadian production at Tilbury, Ont. Output there was stopped when World War II began. . . . Studebaker introduces its Automatic Drive.

Nash unveils Rambler convertible. Its advertised-delivered price includes $300 worth of accessories — radio, heater, clock, etc. . . . Cummins Engine Co. announces it will enter a diesel-powered car in the Indianapolis "500" race. It was the first diesel in "500" history. . . . Eighty dealers in Maryland vote to join national association of Chrysler-line dealers proposed by Dick Price (DeSoto-Plymouth), Dallas.



Gasoline Consumption

Federal Trade Commission hearings continue on its proposed rules to govern time sales. . . . Edsel Ford's estate given final accounting. Widow's inheritance was $19,105,887. Each of his four children received $1,069,398. . . . Nine-day British Auto show in New York draws 80,000 persons. British makers said they plan to sell 50,000 cars annually in U. S.

* * *

May

Chrysler's 14½-week strike ends; it ran from Jan. 25 to May 6. Total loss caused by the strike was $1,385,720,880, including 490,000 vehicles worth $980,000,000 to dealers. It was the second costliest auto strike in history. GM's 113-day strike of 1945-46 cost $1,457,000,000.

GM grants 277,000 workers a four-cent hourly wage raise, plus pensions that could amount to $117.50 monthly. . . . Automotive News receives National Safety Council award for "exceptional service to safety."

NADA starts regional advisory councils; instituted to bring NADA in closer touch with state and local associations. . . . John L. Collyer, Goodrich president, says a rubber famine is possible in near future. He urged government to speed reactivation of synthetic plants.

Better factory-dealer relations and a revamping of NADA with "a Judge Landis as czar" was advocated by Irving Walls, Dallas Pontiac dealer. . . . Dealers still screaming about bootlegging. . . . Preston Tucker files $5,000,000 damage suit against *Collier's* for article entitled "The Fantastic Story of the Tucker Car," which appeared in June, 1949.

* * *

June

Chrysler Corp. celebrated 25th anniversary on June 6. During its first 25 years the firm produced 14,000,000 vehicles. Chrysler was formed when Maxwell Motor Co. was reorganized. Walter P. Chrysler took over when Maxwell owed banks $18,000,000, creditors $35,000,000, and had a net worth of $19,500,000. In March, 1950, the corporation's net worth was $456,300,000 and it had no debts.

Texas dealers open legal campaign to ban sales of new cars "imported" from other states by non-enfranchised dealers. . . . NADA begins action to clear up legality of territorial security clauses. . . . Some dealers, with an excess of cars, are selling them to Co-ops, which then sells them below standard retail price.

NADA starts plan to have state Industry Relations committees to further factory-dealer relationships. . . . Frank Pierce, 49, president of Dearborn Motors, dies in plane crash. . . . Johnnie Parsons wins "500" with record average speed of 124.002 miles per hour.

Millionth Oldsmobile with Hydra-Matic rolls. . . . Chrysler division starts policy of holding back $20 per car, which will be returned after Dec. 31. The plan was started "in response to requests from dealers," Chrysler said. . . . Sales of one-ton and smaller trucks soars, but larger units are hard to move.

Korean war breaks out. Panic buying of cars and tires begins. Rubber makers increase their urgings that the government speed reactivation of synthetic plants.

* * *

July

Justice department files antitrust suit against National Automotive Parts Assn. One of the complaints was that NAPA divided U. S. into exclusive territories. Distributors then sold only in their own territories, the department claimed.

Automotive Trade Association Managers petitions newspapers, radio and television stations to refuse ads from used-car dealers that offer "new" cars for sale. . . . Automotive News' survey shows sales

(Continued on Page 100, Col. 1)

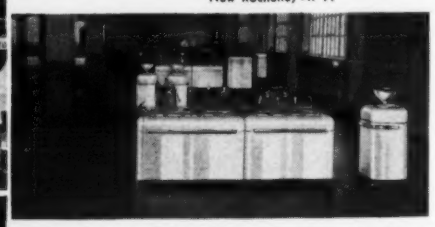
Dealers' Choice

Lincoln LUBRICATING EQUIPMENT

Saves Time . . . Reduces Costs . . . Builds Volume . . . Increases Profits

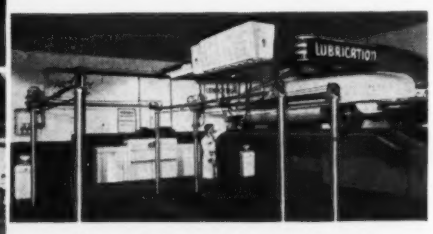
"Our New Lincoln Equipped Lubrication Department has increased lube jobs and over-all service-sales volume."
L. L. Linehan, Pres.
Linehan Oldsmobile, Inc.
New Rochelle, N. Y.

"Modern Lincoln Lubricating Equipment enables us to do more work and better work."
F. W. Felvo, Service Mgr.
Royal Motors, Inc., White Plains, N. Y.



"Lincoln Lubricating Equipment saves time . . . increases profits."
Louis F. Marsh, Service Mgr.
Capital Automobile Co.
Atlanta, Ga.

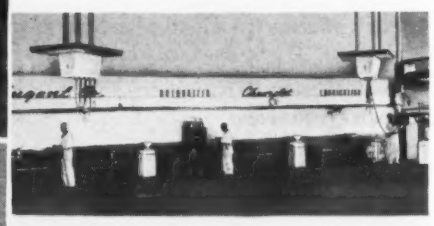
"Lincoln Lubricating Equipment has enabled us to increase efficiency, save time and materials in our lubricating department."
J. H. Mayotte, Service Mgr.
Boulevard Buick Co., Chicago



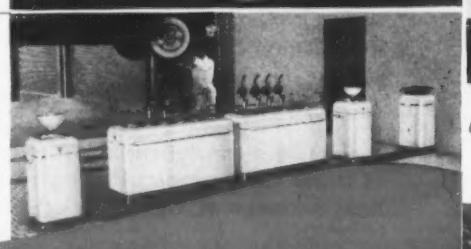
"Nothing equals Lincoln Lubricating Equipment in giving dependable, efficient service."
Wm. Kirk, Director of Service
Boston Nash Co., Boston, Mass.

"My Lincoln Equipped Lubrication Department gets more conscientious work from service personnel and builds business for other departments."
A. P. Wagner, Pres.
Wagner Oldsmobile, Inc., Detroit

"Our Lincoln Masterluber gives us a fast, convenient, labor-saving way to serve two lifts at one time."
M. R. Bretnyder,
DeSoto-Plymouth,
Homestead (Pittsburgh), Pa.



"Our lubrication business has increased 20% since modernizing with Lincoln Lubricating Equipment."
Joseph A. Sharp, Service Mgr.
A. E. Nugent Co.
Los Angeles, Calif.



"Our Lincoln Lubricating Equipment gives us the best in dependable, trouble-free service."
John M. Anderson, Service Mgr.
Southern Motors, Inc., Memphis, Tenn.

"Lincoln Lubricating Equipment is second to none in Business-Building Appearance and profitable, efficient service."
S. E. Gower, Service Manager
East Point Chevrolet Dealer, Inc
East Point, Ga.

For information on Lincoln Business Building Lubricating Equipment, write for your free copy of "StylEngineered Lubrication Departments."

• • • PIONEER BUILDERS
LINCOLN
LUBRICATING EQUIPMENT • • •
LINCOLN ENGINEERING COMPANY
5702-83 Natural Bridge Avenue • St. Louis 20, Missouri

Kaiser•Frazer's Henry J

American Fashion Academy's Gold Medal Fashion Car of 1951

2 hottest cars!

1951 Kaiser

winner of the Grand Prix d'Honneur, Cannes, France

6 priceless points!

A prize package for any dealer...the glamorous 1951 Kaiser; the smart, tough and thrifty Henry J—each the prize winner in its field! No wonder they bear the honors of two continents!

And no wonder the new Kaiser-Frazer Priceless Franchise is the talk of Automobile Row in every American city and town! Just examine its six priceless points—

If you want to know more about the unusual new Kaiser-Frazer franchise, wire or call Walter deMartini, Vice President and Director of Sales, Kaiser-Frazer Sales Corp., Willow Run, Michigan, today!

1. A discount rate far more generous than the industry average!
2. Complete protection against price and model changes!
3. A price range that starts at the very top, with the handcrafted 1951 Frazer...the 1951 Kaiser, hottest car on the road...and goes clear *below* the lowest price field with the sensational new Henry J, now more than ever...the car for today!
4. Attractive retroactive discounts to fleet buyers, based on volume purchases. The only fleet plan of its kind in the industry.
5. Passenger cars and *only* passenger cars to sell...no by-products or specialized vehicles!
6. 100% reimbursement for labor costs on warranty work. Kaiser-Frazer values owner loyalty and good will—but doesn't forget the dealer!

Built to Better the Best on the Road!

©1951 KAISER-FRAZER SALES CORPORATION, WILLOW RUN, MICHIGAN

Output, Sales at Alltime Peaks . . .

1950 Record Year for Industry

(Continued from Page 98)

abuses are cropping up because of Korean war. . . . An editorial in Automotive News urges dealers not to use "scare" ads.

Dealer stocks rise to 13.7 cars, despite the sales boom. . . . Government opens two synthetic plants, one in Baton Rouge, La., the other in Port Neches, Tex. . . . President Truman approves draft. Selective Service rules dealerships as non-essential.

U. S. orders clearing out of Tucker Corp. plant. . . . Mack Trucks celebrates 50th anniversary; ceremonies held in Allentown, Pa. . . . Don E. Ahrens promoted to general manager of Cadillac, succeeding John F. Gordon, who was promoted to GM engineering vice-president. . . . Paul Weeks Litchfield, board chairman of Goodyear, celebrates 50th year with firm.

Chevrolet produces 24 millionth vehicle . . . Ward M. Canaday, board chairman of Willys-Overland, also elected president. . . . Replacement tire prices increased for second time in 1950. . . . German Volkswagen with 25 horsepower rear engine, introduced in U. S. Four models, ranging in price from $1,280 to $1,997, are offered.

* * *

August

Stockholders' suits against Kaiser-Frazer settled for $1,379,000; stockholders sought $50,000,000. Henry J. and Edgar Kaiser, defendants, were found innocent of "fraud, deceit, collusion or wrongful acts."

Automotive News celebrates 25th birthday. . . . Millionth Mercury rolls. First one was made in 1938. . . . Dealer stocks dive to 9.6 cars. . . . Service business climbs because of the war. . . . Ford forms "500" and "300" clubs for dealership salesmen.

Firestone celebrates 50th anniversary. Five sons of Harvey S. Firestone dedicate memorial to their father, the firm's founder. . . . L-M announces plans to build a plant in Wayne, Mich., to decentralize operations. UAW protests. . . . Government reopens two more synthetic plants, one in Los Angeles, the other in Louisville.

Ransom E. Olds, founder of Oldsmobile and Reo, died Aug. 26. He was first auto maker to attain volume output.

* * *

September

Regulation W reimposed. Terms were one-third down and 21 months to pay. Most dealers were not overly concerned because car stocks had fallen to an average of 9.3 cars, a two-year low.

President Truman signs Defense Production Act. William Henry Harrison, president of International Telephone and Telegraph, was chosen head of the National Production Authority, and James K. Knudsen, of the Interstate Commerce Commission, was named head of Office of Defense Transportation.

Chrysler Corp. grants 10-15 cent hourly wage increase in unprecedented mid-contract settlement. . . . Wage escalator and pension granted by Packard and Kaiser-Frazer. . . . Ford signs five-year pact with UAW. . . . Willys gives wage hike, pension plan.

Widow of Ransom E. Olds dies. She fractured her hip a few hours after his funeral and died in the operating room. Mr. Olds left an estate of $5,000,000. A philanthropist, he had disposed of most of his $60,000,000 fortune. . . . Clara Bryant Ford, Henry's widow, died Sept. 23. Her estate was valued at $10,000,000.

Rising labor and materials costs cause K-F, Nash and Packard to up prices. . . . Ford receives $75,000,000 Air Force contract to build 28-cylinder Pratt & Whitney engines for B-36 bombers. Ford takes over the former Dodge-Chicago plant for the task and renames it the Ford Aircraft Engine plant.

Hardtops called "hit of year." Such models being built by Buick, Chrysler, Dodge, DeSoto, Cadillac, Chevrolet, Oldsmobile, Pontiac, Packard and, to a degree, Ford, Lincoln and Mercury. . . .Scarcity of heavy-duty truck tires causes truckers to worry. . . . NPA considers banning of spare tire on new cars.

* * *

October

Federal Reserve Board cuts Regulation W terms to 15 months from previous 21 months. Order shocks dealers and makers, who were not consulted. Two weeks after new terms were announced, an Automotive News survey revealed that new-car sales had slumped 50 percent and used-car sales had dived 70 percent. . . . Some dealers ask manufacturers to reduce output because of the sales dropoff.

Supply of auto steel tightens, but NPA says defense needs will take only 5 to 25 percent of steel production. . . . NPA reduces rubber use. . . . Proposal to ban spare tire on new cars is turned down.

Vehicle production through Oct. 14 tops output for all of 1949. . . . Henry J bows. . . . Hudson unveils 145-horsepower Hornet. . . . Muntz Road-Jet, priced at $6,500, announced. No dealers wanted. . . . Merc-O-Matic introduced on new models and Mercury holds price line but lowers dealer discounts from 25.9 to 25 percent.

Paul G. Hoffman, former Studebaker president and Marshall Plan chief, named head of Ford Foundation. . . . K. T. Keller, president of Chrysler Corp., appointed chairman of U. S. guided missiles program. . . . S. E. Skinner, Oldsmobile general manager, receives Army's Exceptional Civilian Service award for services with Army production in 1942-43.

Average auto dealer operates on lower margin of net profit than most other types of businessmen, survey says. Dealers earn 5.69 percent on gross, putting them in 38th out of 40 positions. . . . 1951 Kaiser wins Grand Prix d'Honneur at Cannes, France. . . . Chyrsler Corp. breaks ground for $25,000,000 parts plant in Indianapolis. . . . Buick reveals plans for new factory in Flint.

* * *

November

Lester L. (Tex.) Colbert, 46, named president of Chrysler Corp., succeeding K. T. Keller, who moves up to board chairman. Colbert continues as Dodge president.

Regulation W causes dealer stocks to rise to 11.4 cars, compared with 8.3 a month earlier. . . . Canada imposes 18-month credit terms with one-third down. . . . 1950's seven millionth vehicle turned out.

Ford unveils 1951 models with same price tags. Ford-O-Matic also introduced. . . . Automobile Old Timers gives H. O. Holler, Reading (Pa.) dealer, the title of "oldest dealer in U. S." (from point of service). Holler began selling Winton cars in 1898.

* * *

December

Ford and GM hike prices 4 to 6 percent. Government asks them to rescind increases but both refuse. GM suspends sales of 1951 cars because government ordered it to withdraw the price hikes. After four-day holdout, GM complied with the order and resumed sales.

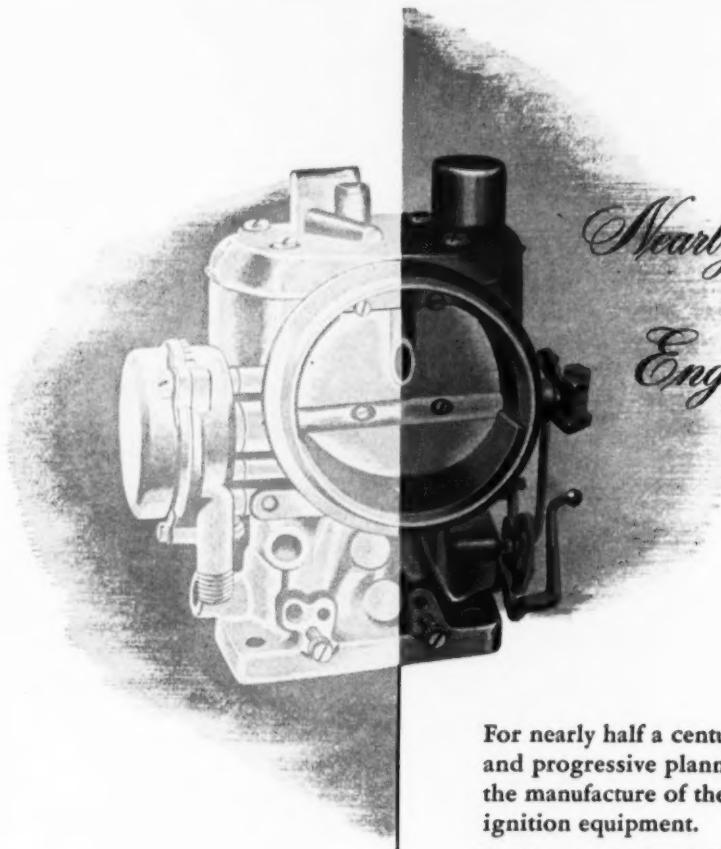
Fred L. Holler, NADA president, declares price freeze on new cars is discriminatory. Other auto dealers back him up. . . . After nine months of effort by Dick Price, Dallas DeSoto dealer, the Chrysler-DeSoto-Dodge-Plymouth Dealers' Assn. is formed. Price started the move during the long Chrysler strike.

Auto industry, fearing the government will restrict output, begins program to stress essentiality of autos. . . . House-Senate committee opens hearings on Regulation W. . . . Chrysler Corp. adopts cost-of-living escalator.

Reconstruction Finance Corp. loans K-F $25,000,000 to finance car storage. K-F told RFC it had been making more cars than it could sell because it anticipates a shortage. . . . Goodyear hikes prices of original equipment tires 12½ percent.

Materials outlook for auto makers grows dimmer. . . . Truck-trailer output reduced because of materials shortages. . . . C. E. Wilson, GM president, blasts steel industry for not keeping up with the nation's needs. . . . High-compression engines being tooled for Chrysler, Dodge, DeSoto, Lincoln, Mercury, Buick, Ford 6 and 8. Chevrolet builds 25 millionth vehicle.

Louis C. Goad named executive vice-president of GM, succeeding Marvin E. Coyle, who retired. GM promotes Harry J. Klingler, Pontiac general manager, to group executive of all car and truck divisions, and S. E. Skinner, Oldsmobile general manager, to group executive of all GM accessory divisions. Arnold Lenz was chosen to succeed Klingler, and Jack F. Wolfram to succeed Skinner.



Nearly 50 Years of Engineering Achievement

For nearly half a century, HOLLEY research and progressive planning has been directed towards the manufacture of the finest precision fuel and ignition equipment.

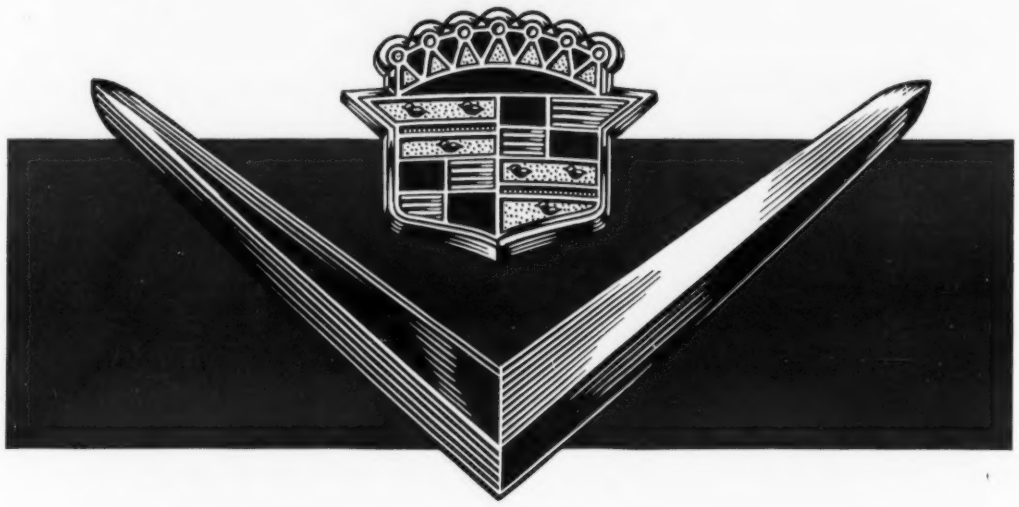
In the automotive field . . . in aircraft industry . . . in maritime operation, HOLLEY continues to meet the ever-increasing demands for better PERFORMANCE, greater POWER and lasting ECONOMY.

Our distributors, dealers and service men share in this endeavor with their expert knowledge of service and maintenance of equipment by HOLLEY . . . a name symbolic of carburetor achievement.

HOLLEY Carburetor Co.
DETROIT, MICHIGAN, U.S.A.

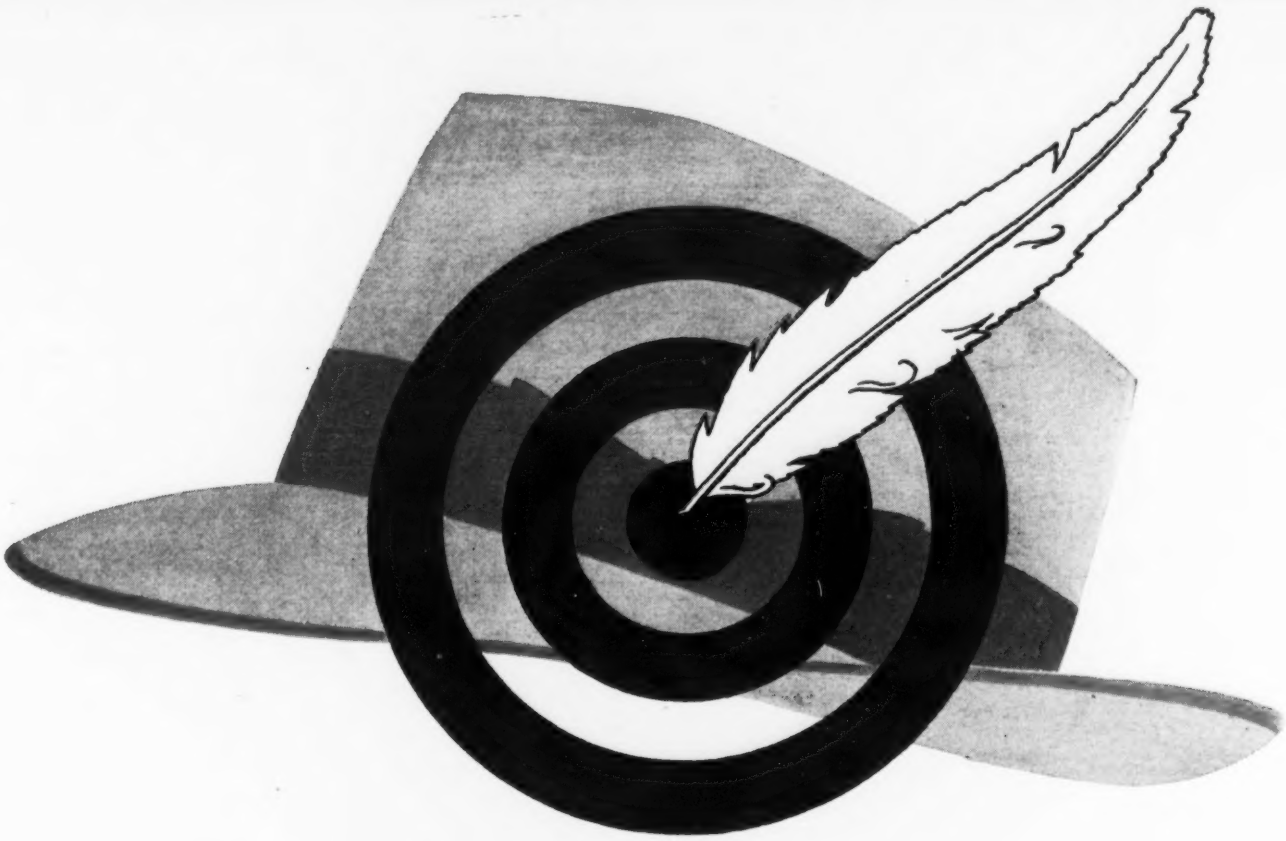
GOVERNORS • CARBURETORS • DISTRIBUTORS • COILS • FUEL PUMPS • HEAT REGULATORS
AIRCRAFT TURBO-JET ENGINE CONTROLS

Cadillac



Standard
of the World!

CADILLAC MOTOR CAR DIVISION ★ GENERAL MOTORS CORPORATION
DETROIT, MICHIGAN



Mind if we put our

FEATHER IN OUR HAT

...for a day?

During February, we of the Campbell-Ewald Company celebrated our fortieth birthday. But it's not our age we're proud of — it's our *youth* . . . the fact that after forty years we are as young in heart, and as young in spirit, as ever.

Forty years in the advertising agency business have, however, demonstrated some things to us that we believe are important. If the ability to *help* clients grow to positions of leadership in their respective fields is important . . . if the ability to serve clients satisfactorily — for a generation — is important . . . if sound business practices and outstanding stability are important . . . we believe we have earned the right to put our feather in our hat . . . for at least a day.

CAMPBELL-EWALD COMPANY

H. T. EWALD, *President*

Detroit • New York • Chicago • Los Angeles • San Francisco • Atlanta

AUTOMOTIVE NEWS FAMILY ALBUM

An industry is composed, in the last analysis, not of land, buildings or machinery, nor even capital invested, patents owned nor number of stockholders—

—An industry is the men who make it!

This feature of the Automotive News Almanac is therefore incorporated for the purpose of parading, face-to-face, the men who today are contributing their brains, their acumen and their energy to keeping "the world on wheels!"

This Album is obviously incomplete, and although we try diligently to make it comprehensive, still there are omissions of important individuals who should be included here.

In some instances photographs and biographies which we requested have not been furnished in time to be included; in others, it may be a case of pure oversight, but in any event we hope these omissions will be called to our attention and the material furnished so that no one will be overlooked in next year's Family Album.

The Editors.

ABBEY, DAN R., with Kent-More Organization, Inc., as vice-pres. of sales since March 17, 1949. Born in Las Cruces, N. M., July 19, 1910. Texas A. & M. Elec. engr. degree. Entered automobile business in 1928 at Del Rio, Tex., with retail Chevrolet-Buick as mechanic.

ALLAN, JAMES S., with Walker Mfg. Co. of Wis. as pres. since 1939. Born in Kirkwall, Scotland, 1889. Entered automobile business in 1924 at Racine, Wis., with Ajax Auto Parts Co. as asst. to pres.

APPEL, WALTER D., with Ford International, Inc. as vice-pres. of engr. since March 1, 1949. Born in Cleveland, O., April 29, 1891. High school grad.; Case Inst. of Tech., B.S., M.E. Entered automobile business in 1918 at Cleveland with Cleveland Automobile Co. as designing engr.

AUSTIN, EDGERLY W., as gen. mgr. automotive div. with Timken Roller Bearing Co., Canton, O., since 1933. Joined Timken in 1919. Born Baltimore, Md.

BALL, J. DEAN, with Ford Motor Co., as mgr. of product sales and service, Ford Division, since Jan., 1950. Born Creighton, Mo., Oct. 20, 1898. St. Benedicts Coll. Entered automobile business in 1919 at Kansas City, Mo., with G. T. O'Malley as used car and truck salesman.

ACKERMAN, PAUL C., with Chrysler Corp. as chief engineer of laboratories since 1944. University of Michigan. Entered automobile business in 1922 at Detroit with Timken Detroit Axle as assistant chief engineer.

ALLAN, ROY C., with Eclipse Mach. Div., Bendix Avia. Corp., as dir. of sales since 1945. Born Watseka, Ill., in 1887. Bliss Electrical Col. Entered automobile business in 1916 in Kenosha, Wis., with Thos. B. Jeffery (now Nash), as exp. elec. engr.

APPLEMAN, ROY H., with Chrysler Division, Chrysler Corp., as assistant general sales manager since 1948. Born Put-in-Bay, Apr. 29, 1896. Entered automobile business in 1914 in Flint, Mich. With Chrysler Corp. since 1925.

BABBITT, HAL, with Kaiser-Frazer Corp. as vice-pres. since June, 1950. Born Kellogg, Ida., July 16, 1909. Oregon St. Coll. Joined Kaiser-Frazer organization at Bonneville dam project in 1937.

BALLANTYNE, ALAN A., with Monroe Auto Equipment Co. as adv. mgr. since 1948. Born Perrysburg, O. Ohio State Univ., B.S. degree. Entered automobile business in 1943 at Toledo, O., with Electric Auto-Lite as asst. to adv. mgr.

ADAIR, DOUGLAS, with Kent-Moore Organization, Inc., as pres. since 1947. Born Ardmore, Pa., May 24, 1918. Dartmouth. Entered automobile business in 1946 at Detroit with Kent-Moore Organization, Inc., as exec. asst.

ALLEN, FREEMAN G., with White Motor as dir. of gen. service since 1941. Born Minneapolis, Minn., 1894. Minnesota School of Bus. Entered automobile business in 1917 with Joy Bros. Motor Car as mechanic.

APPLETON, ARTHUR I. with Appleton Electric Co. as pres. and treas. since 1946. Born Chicago, Ill., Oct. 14, 1915. Amos Truck School of Business Adm.; Dartmouth, A.B. Entered automobile business in 1936 at Chicago with Appleton Electric Co.

BACHMAN, BENJAMIN B., with Autocar Co. as vice-pres. of engr. since 1929. Born in Philadelphia. General schooling. Entered automobile business in 1905 with Autocar as draftsman.

BANCROFT, RICHARD H., with Perfect Circle since Oct. 1, 1949 as executive engineer. Born Springfield, O., June 25, 1903. Ohio State Univ., B.Ch.E. Entered automobile business in 1931 with Perfect Circle as research engineer.

ADAMS, CLYDE M., with Bohn Aluminum & Brass Corp. since 1924. Elected secretary Feb. 28, 1949; board of directors May 19, 1949. Born Topeka, Kan., July 13, 1890. Univ. of Kansas. Entered automobile business in 1915 at Detroit with Aluminum Castings Co. as stores clerk.

ALLEN, PERRY E., with Allen Products Corp. as pres. Born Pontiac, Mich., Sept. 24, 1910. Entered automobile business in 1930 at Detroit, Mich., as dealer.

ARNOLD, CHARLES F., with Cadillac as chief engr. Born Harrison, O., Feb. 20, 1900. Cadillac asst. chief engr. June 1946 to Jan. 1950. Univ. of Cincinnati. With Cadillac since Sept. 1925. Entered automobile business May, 1923, with Studebaker Corp.

BACON, HARRY C., with Zenith Radio Corp. of Mich. as president since 1939. Born in Springfield, Mass., in 1886. High school. Entered automobile business in 1905 in Buffalo with Knox Automobile Co. as salesman.

BARIT, A. EDWARD, with Hudson Motor Car Co., as pres. and gen. mgr. since 1936. Entered automobile business in 1906 in Detroit with Chalmers.

ADAMS, JAMES R., with MacManus, John & Adams, Inc., as pres. and treas. since 1945. Born Southern Indiana, June 19, 1898. Univ. of Indiana, Univ. of Notre Dame. Entered automobile business in 1924 in Chicago with Critchfield & Co. as copywriter on Ford account.

ALLISON, RALPH M., with Warner Automotive Parts Div., Borg Warner Corp., as pres. and gen. mgr. since 1938. Born Muncie, Ind., 1890. High schl. Entered automobile business in 1911 at Muncie with Warner Gear as cost clerk.

ASH, EDWARD A., with Vibradamp Corp. as vice-pres. and dir. of sales since 1950. Born Chicago, Ill., 1900. Mass. Inst. of Tech. Entered automobile business in 1922 as mfg. rep.

BAITS, STUART G., with Hudson Motor Car Co. as vice-pres. and asst. gen. mgr. With Hudson since 1915. Born Dowagiac, Mich., Aug. 23, 1891. Univ. of Mich., B.E.E.

BARR, BUDD, owner Budd Barr Industries since 1925. Born West Farms, N. Y., June 6, 1899. B.A. Nebraska Univ. Entered automobile business in 1925 in Detroit with Motor City Stamping Co. as owner.

ADAMS, JOSEPH E., with White Motor Co. as Director of Purchasing and Planning since 1950. Born Cleveland, O., 1913. M. E. Carnegie Inst. Technology. Entered automobile business in 1944 with present company as Director of Material Control.

ALLMAN LESLIE C., with Fruehauf Trailer Co. as exec. vice-pres. since 1950. Born and educated in Indiana. Entered automobile business with present company as sales prom., adv. mgr. in 1929; named vice-pres. in 1939.

ASHTON, JAMES E., vice-pres. with J. W. Mortell Co. since 1942. Born Chicago, Ill., Aug. 14, 1899. Tech. high school. Entered automobile business in 1919 at Chicago with Yellow Truck & Coach Mfg. Co. as mechanic.

BAKER, S. FRANK, Detroit Automotive Products Corp.; pres. since 1949. Born Council Grove, Kan., Nov. 25, 1895. Public Schools, State of Kan.; SMA-U. of Tex.; AOC Command and Gen'l Staff School, Ft. Leavenworth, Kan. Entered automobile business in 1932 at Detroit as one of original organizers and vice-president of Thornton Tandem Co.

BARRETT, WILLIAM M., with Rinshed-Mason Co. as gen. sales mgr. since 1947. Born in Allegan, Mich., May 30, 1918. Mich. State Coll., B. S. Chem. Engr.

AHRENS, DON E., with Cadillac since 1925, Gen. Mgr. and Vice-Pres. of GM since July, 1950. Born Lodgepole, Neb. in 1890. University of Nebraska, B. & C. S., E.E. degrees. Entered automobile business in 1916 in Spokane as distributor.

ANDERSON, HARRY W., with General Motor Corp. since 1919, as vice-pres. since 1942. Born Cadillac, Mich., Dec. 25, 1891. Detroit College of law, LL.B. degree. Entered automobile business with GM's United Motors Service in legal department in 1919.

ATHANSON, WILLIAM J., with Briggs Mfg. Co. as Gen. Mgr. Body Parts and Ref. Materials Div. since 1944. Born Feb. 1, 1909, Univ. of Detroit. Entered automobile business in 1930 at Detroit with Budd Wheel Co., as prod. employe.

BALDERSTON, WILLIAM, with Philco Corp. Pres. since June, 1948. Born in Boise, Ida., Dec. 13, 1896. Univ. of Wisconsin. Entered automobile business in 1929-30 with Auto Radio Corp., Long Island, N. Y.

BARROWS, FRANK C., with Aluminum Co. of America as mgr. automotive sales. Born New Bedford, Mass. in 1889. Brown Univ. Entered automobile business in 1913 at Detroit. Bureau of Aircraft, World War No. 1.

AIREY, JOHN, with King-Seeley Corp., since 1922; chmn. of bd. since 1947. Born Leeds, Eng., in 1885. London Univ. B. of Sc. and D.I.C. Entered automobile business in 1906 in Paris, France, with DeDion Bouton as bench hand.

ANDERSON, WENDELL W., with Bundy Tubing Co. as pres. and treas. since 1929. Born Detroit, Mich., 1901. Detroit U. school, Hill school, Yale, A.B. Alpha Delta Phi. Entered automobile business in 1929 in Detroit with Bundy Tubing Co.

AUFIERO, J. M., with E. A. Laboratories, Inc., as pres., gen. mgr. Associated with E. A. since 1913.

BALDWIN, WALTER D., with United States Rubber Co. as director of manufacturers sales since 1947. Born in California on Jan. 16, 1909. Univ. of Calif., B.S. degree. Entered automobile business in 1932 at Spokane, Wash., with United States Rubber Co. as salesman.

BARTHOLOMEW, EARL, with Ethyl Corp. as gen. mgr. of research lab. since 1945. Born in Norman, Okla., Jan. 1, 1901. Univ. of Oklahoma. A.B., B.S. in M.E., M.S. in M.E. Entered automobile business in 1926 in Yonkers, N. Y., with Ethyl Corp. as head of Automotive Research Division.

AUTOMOTIVE NEWS FAMILY ALBUM

BASTER, FOREST S., with White Motor Co. as vice-pres. in charge of engrg. since March 26, 1941. Born Gates Mills, O., Nov. 12 1896. Case Institute of Technology. B.S. Entered automobile business in 1919 at Detroit with Packard Motor Car Co. as asst. engr of design analysis.

BAYNE, JOSEPH E. with Lincoln-Mercury Div., Ford Motor Co. as gen. sales mgr since June, 1947. Born Detroit, Jan. 15 1902 Detroit Junior Coll Entered automobile business in 1924 at Detroit with John H Thompson Co. as retail salesman.

BEATTY, JOHN T., with United Specialties Co. as pres. since 1939. Born in Muncie, Ind. Mar. 13, 1901. Princeton, B.S. Entered automobile business in 1929 at Chicago, Ill., as vice-pres. of United Air Cleaner Co., now a division of United Specialties Co.

BECKWITH, CARLETON B., with New Departure division of G.M. as adv. mgr since 1930. Mng. editor New Departure News 1935-1944. Born in New Hartford Conn., July 30, 1888 B.S. from Amherst. Ph Delta Theta frat. Entered automobile business in 1911 with New Departure as clerk, sales dept.

BEISER, RICHARD E., with National Automobile Transporters Assn. as gen. mgr. since 1944. Born Campbell county, Ky., Dec. 26, 1900. Univ. of Kentucky. Entered automobile business in 1924 at St. Louis, Mo., with Johnson Auto Co. (Ford) as parts dept. mgr.

BAUMAN, JOHN NEVIN, with White Motor Co. as vice-pres. in charge of sales since 1935. Born in Jeanette, Pa., March 11, 1899. Bucknell, Mich. M.E. Entered automobile business in 1922 in Cleveland, O., with White Motor Co. as technical apprentice.

BAZNER, MARTIN W., with Ammco Tools, Inc., as vice-pres., sales mgr., since 1947. Born in Chicago, Ill., Sept. 6, 1900. St. Johns Military Acad., Delafield, Wis. Entered automobile business in 1941 in New England with Ammco Tools, Inc., as dist. sales mgr.

BEATTY, WILLIAM H., with R. L. Polk & Co. as gen. sales mgr. since 1944. Born in Ossian, Ind., Feb. 27, 1903. Univ. of Illinois, A.B. degree. Entered automobile business in 1927 at Detroit with Associated Press as staff corres.

BEDFORD, CLAY P., with Kaiser-Frazer Corp. as exec. vice-pres. since 1949. Born Benjamin, Tex., Aug. 25, 1903. Rensselaer Poly., C.E. degree. Entered automobile business in 1945 at Willow Run, Mich., with Kaiser-Frazer as vice-pres.

BELFIE, ALBERT H., with Buick Motor Div. as general sales manager. Born in Dollar Bay, Mich., in 1900. Mich. Coll. of Mines. entered automobile business in 1919 at Lansing, Mich., with Oldsmobile as clerk.

BEMB, WALTER J., with Houdaille-Hershey Corp. as vice-pres. since Aug. 27 1946. Entered automobile business in 1902 at Detroit with Wm. E. Metzger Co

BENDER, R. B., with Studebaker as general service mgr. since Oct. 1, 1948. Born Grantsville, Md., Nov. 26, 1903. Allegheny Coll. Entered automobile business in 1924 with Ford Motor Co. as billing clerk.

BERGER, SAMUEL A., pres. Atlas Body Corp., 1945. Temple U., U. of Pa. Born Philadelphia, Pa. Truck body and trailer business since 1941.

BERNARD, HARRY, with Mack Mfg. Corp., Allentown, Pa. as chief engr. since 1948. Born Montreal, Can., Nov. 28, 1901. Brown Univ., Sc.B. degree. Entered automobile business in 1917 at Providence, R. I., with Broadway Sales Co. as stock clerk.

BEST, JR., PAUL B Redmond Co., Inc. Owosso, Mich.; vice pres. in charge of Series motor sales since Mar., 1949. Born Oak Park, Ill., 1917. Ohio State U., B.E.E. Entered automobile business in 1939 at Owosso Mich., with Redmond Co., Inc. as engineer.

BIGELOW, J. J., with Sparks Withington Co. as sales mgr. since 1949. Born Hazeltown, Pa., July 16, 1897. Carnegie Tech. Entered automobile business in 1917 at Hazeltown, Pa., with Automotive Supply Co. as salesman.

BIGGERS, JOHN D., with Libbey-Owens-Ford Glass Co., as pres. since 1930. Born St. Louis, Mo., Dec. 19, 1888. Univ. of Michigan, A.B., LL.D. degrees. Entered automobile business in 1926 at London, Eng., with Dodge Bros. Britain, Ltd., as mng. dir.

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AUTOMOTIVE NEWS FAMILY ALBUM

BIGGERS, ROBERT L., with Chrysler Corp. as pres. of Fargo Div. since 1937. Born in Webster Groves, Mo., Jan. 8, 1897. Univ. of Mich. Entered automobile business in 1919 with Graham Bros. at Evansville, Ind. With Chrysler Corp. since 1925.

BIGGERS, W. E., mfg. agt. rep. for Rohm & Haas Co., Philadelphia; J. W. Clement Co., Buffalo. Born St. Louis. Smith Acad., St. Louis; Detroit Univ. School, Univ. of Michigan, Sigma Alpha Epsilon fraternity. Entered automobile business in 1912 with Hyatt Roller Bearing Co. as adv. mgr.

BISHOP, CHARLES W., with Chrysler Corp., asst. to A. vanderZee since 1944. Born Charlotte, Mich. Univ. of Michigan, A.B., LL.B. degrees, Delta Chi Phi Delta Phi frats. General counsel NADA 1939-1944.

BLACK, FRED L., with Nash-Kelvinator Corp. as dir. of pub. rel. since Dec., 1945. Born Battle Creek, Mich., Jan. 26, 1891 Miami (O.) Univ., A.B. degree. Entered automobile business in 1918 at Detroit with Ford Motor Co., pub. rel. and adv. exec., 1918.

BLACK, ROBERT D., vice-pres. chge. of sales with Black & Decker Mfg. Co. since 1933. Born in White Hall, Md. in 1896. Attended Northeastern College, Boston. Entered automobile business in 1917 at Towson, Md., as screw mach. operator with Black & Decker.

BLACK, ROBERT F., with White Motor Co. as pres. since 1935. Born Harrisburg, Pa., Nov. 2, 1889. Mercersburg Acad., Princeton. Entered automobile business in 1910 at New York with Mack Truck Co. Inc. as factory worker

BLACK, SAMUEL D., with Black & Decker Mfg. Co. as pres since 1910. Born in White Hall, Md., Aug. 2, 1883. Baltimore Poly. Inst. Entered automobile business in 1899 at Baltimore with Roland Telegraphic Co as superintendent.

BLAKESLEE, JR., WILLIAM S., with Gar Wood Industries, Inc., sales mgr., Wayne div. Born Grand Rapids, Mich., Oct. 10, 1914. Dartmouth, A.B. Entered automobile business in 1936 at Detroit with Gar Wood Industries, Inc., in sales dept.

BLANCHARD, DONALD D., with Society of Automotive Engineers since 1936 as secy. SAE tech. board. Born in Ontario, Can., in 1894. Columbia Univ., E.E. degree, Sigma Nu, Tau Beta Pi. Entered automobile business in 1920 with Motor World as asst. tech. editor.

BLANCHARD, WALTER E., with Ford Motor Co. as adv. asst. since 1942. Now truck adv. mgr., Ford Div. Born in Detroit, Mich. Entered automobile business with Hupp in 1914.

BLEICHER, CLARENCE E., with Chrysler Corp., DeSoto Div., as pres. and gen. mgr since 1944. Born in Dayton, O., March 25 1890. St. Mary's Inst (now Univ. of Dayton). Entered automobile business in 1907 at Dayton, O., with Stoddard Dayton Automobile Plant as apprentice mechanic.

BLUME, WILLIAM A., with Thermoid Co., as vice-pres. since Oct., 1950. Born in Sewickley Twp., Pa., July 31, 1893. Penn State, B.S. degree. Entered automobile business in 1926 at Detroit with American Brakeblok Div., American Brake Shoe Co. as vice-pres.

BOESCHENSTEIN HAROLD, with Owens-Corning Fiberglas Corp. as pres. and dir. since 1938. Born Edwardsville, Ill., July 21, 1896. Univ. of Illinois, A.B.

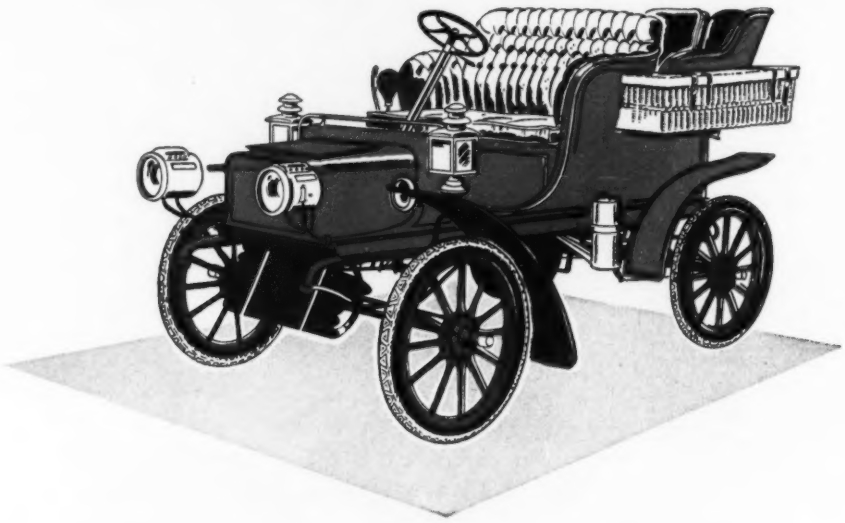
BLANK, WILLIAM E., with Auto-Lite Battery Corp. as sales mgr. since 1935. Born in Newport, Ky., Aug. 20, 1900. Entered automobile business in 1921 at Cincinnati, O.

BLOOD, HOWARD E., with Borg-Warner Corp. as vice-pres. since 1932; pres. of Detroit Gear div. since 1927, chairman of Norge div. Born Petosky, Mich., 1886. Univ. of Mich., B.S. Entered automobile business in 1909 at Kalamazoo, Mich., with Blood Bros. Machine Co. as engr. and asst. gen. mgr.

BODKIN, EDWIN O., with McCord Corp. as adv. mgr. since 1923. Born in London, Ont., Aug. 25, 1897. London C. I., Toronto Univ. Entered automobile business in 1918 at Detroit with Packard Motor Car Co. as transp. engr.

BOHN, CHARLES B., with Bohn Aluminum & Brass Corp. as chairman of board since 1918. Born in Toledo, O., Jan. 20, 1880. Entered automobile business in 1898 at Cleveland with Central Brass Foundry as secy.

Leadership *through the years...*



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AUTOMOTIVE NEWS FAMILY ALBUM

BORG, GEO. W., with Borg-Warner Corp. as dir. since 1929; Borg & Beck div. chmn. of supervisory board. Also Pres. of The George W. Borg Corp. Born in West Burlington, Ia., 1887. Public schools. Entered automobile business in 1913 at Moline, Ill. with Borg & Beck Co. as vice-pres.

BRADLEY, ALBERT, with General Motors Corp. as exec. vice-pres. since Nov., 1942; chmn. fin. policy comm. since 1946; with GMC since 1919. Born Blackburn, Eng., May 29, 1891. Dartmouth, B.S.; Univ. of Michigan, A.M., Ph.D. Entered automobile business in 1919 at Detroit with General Motors Corp. as asst. to compt.

BRANDENBURGER, HERMAN H., with Wagner Electric Corp. as mgr. Automotive Parts Div. since Dec. 1, 1945. Born in St. Louis, Mo., Aug. 29, 1898. One year college. Entered automobile business in 1925 at St. Louis with Wagner Electric Corp. in Service Div.

BREECH, ERNEST ROBERT, with Ford Motor Co. as exec. vice-pres. since July 1, 1946. Born in Lebanon, Mo., Feb. 24, 1897. Drury Coll., Walton Sch. of Comm.; C.P.A. degree, Univ. of Illinois. Entered automobile business in 1923 at Chicago with Yellow Cab Mfg. Co. as comptroller.

BRIDGE, FRANK V., with Buick Motor Div. as asst. gen. sales mgr. in charge of eastern region. Born in Plankington, S. D., Jan. 22, 1904. Univ. of S. D., S. D. School of Mines. Entered automobile business as a Buick retail salesman at Rapid City, S. D., in 1930.

BOUDREAU, JAMES E., with Ethyl Corp. as mgr. of sales marketing since 1950. Born Hoboken, N. J., Nov. 3, 1902. U. S. Military Academy. Entered automobile business in 1930 with Ethyl Corp. as field representative.

BRAENDEL, HELMUTH G., with Wilkening Mfg. Co. as chief engr. since 1944. Born West New York, N. J., Dec. 11, 1910. Stevens Inst. of Tech., M.E.; Inst. of Tech. of Darmstadt Germany, M.M.E.; Chrysler Inst. of Eng. Entered automobile business in 1935 with Chrysler Corp. as student engr.

BREDIMUS, FRANK L., with Globe Hoist Co., as Exec. vice-pres., treas. since 1948. Born Des Moines, Ia., May 9, 1907. Univ. of Iowa. Entered automobile business in 1937 with Globe Hoist Co., as assistant treasurer.

BREER, CARL, with Chrysler Corp. as research consultant since 1949 after serving as dir. of research 1925-49. Born in Los Angeles, Calif., Nov. 8, 1883. Stanford Univ., B.A. in M.E. Entered automobile business in 1903 with Tourist Automobile Mfg. Co. Los Angeles, Calif., as designer and tester.

BRIGGS, C. E., with Packard Motor Car Co. as asst. gen. sales mgr. since 1945. Born in Port Huron, Mich., Aug. 25, 1901. Detroit Inst. of Tech. B.Sc. degree. Entered automobile business in 1923 at Detroit with Paige-Detroit Motor Car Co. as clerk.

BRIGGS, JOHN H., with The Gabriel Co. as pres. since 1941. Born in Cleveland, O., in 1906. Yale grad. Harvard grad. Entered automobile business in 1940 with Gabriel.

BRIGGS, WALTER O. with Briggs Mfg. Co. as chmn. of the bd. since 1926. Born in Ypsilanti, Mich. Feb. 27, 1877. Public schools. Entered automobile business in 1907 at Detroit with Everitt Mfg. Co. as gen. mgr.

BRIGGS Jr., WALTER O. with Briggs Mfg. Co. as exec. vice-pres. 1946, and treas., 1942. Born Detroit, Jan. 20, 1912. Georgetown Un., A.B. degree. Entered automobile business in 1934 at Detroit with Briggs Mfg. Co. as shop employe.

BRODIE, GEORGE H., with Packard Motor Car Co. as vice-pres. in charge of coordinating operations since Jan., 1950.; asst. to the pres. 1945-1949. Born in Pittsfield, Mass., Sept. 1, 1888. High school. Entered automobile business in 1907 at Detroit with Packard Motor Car Co. as clerk.

BRONSON, KARL H., with DeSoto Div., Chrysler Corp. as dir. of adv. and sales prom. since 1935. Univ. of Mich., B.A. Entered automobile business in 1917 at Detroit with Dodge Bros. in adv. dept.

BROTHER, DORAN P., with D. P. Brother & Co. as pres. since 1934. Born in Missouri. Entered automobile business in 1918.

BROWDER, GEORGE R., with Hudson as director of advertising & merchandising since 1949. Born Henderson, Ky., 1897. Entered automobile business in 1919 with General Motors sales department.

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AUTOMOTIVE NEWS FAMILY ALBUM

BROWN, BERNARD A., with Roche, Williams & Cleary, Inc., as Studebaker res. rep. since February, 1943. Born in Ann Arbor, Mich., 1909. High school. Entered automobile business in 1929 at South Bend with Studebaker as adv. clerk.

BULLOCK, WILLIAM E., with A P Parts Corp. as exec. vice-pres. and gen. sales mgr. since 1932. Born in Missouri. High school. Entered automobile business in 1928 at Kansas City, Mo., with Splitdorf Electric as salesman.

BURKHOLDER, FRED O., pres. Ahlberg Bearing Co. since April, 1943 Born London, Ont., 1893. Educated Chicago. Entered automobile business with Ahlberg Bearing Co. in 1915 in sales dept.

BUSH, EARL J., with Diamond T Motor Car Co. as pres. and treas. since 1946. Born in Topeka, Kan., May 12 1891. Washburn College. Northwestern Univ. Entered automobile business in 1919 at Chicago with Diamond T Motor Car Co. as asst. sales mgr.

BUTTS, H. R., with Electric Auto-Lite Co. since 1937. Sales mgr., Merchandising Div. since 1949. Born Dec. 5. 1896 North Dakota. Univ. of Minnesota. Entered automobile business in 1919 with Pa. Rubber Co. in Minneapolis, Minn.

BROWN, BERNARD A., with Moraine Products Div. of G. M. Corp. as gen. mgr. since 1940. Born in Yellow Springs, O., in 1889. Antioch College. Entered automobile business in 1913 at Dayton, O., with Dayton Engineering Lab. as factory worker.

BURKE, JOHN W., with Chevrolet Motor Div. as truck sales mgr. since 1944. Born in Watertown, Wis., in 1890. Sacred Heart Academy (comm.). Entered automobile business in 1920 at Milwaukee with Ford Motor Co. as dist. sales mgr., trucks.

BURRELL, M. L., with Federal Motor Truck Co. as dir. and pur. agt. since 1918. Born Ypsilanti, Mich. Cleary Bus. Col. Entered automobile business in 1912 at Detroit, with Packard Motor Car Co. as clerk.

BUTLER, ARTHUR C., Natl. Hwy. Users Conference, director since 1945. Born Newport, R. I., in 1904. Entered automotive field in 1930 in motor truck public relations, National Automobile Chamber of Commerce in New York.

BUZARD, R. M., with International Harvester Co. as asst. mgr. of sales, Motor Truck Div., since 1946. Born Ashland, O. Ashland College. Entered automobile business in 1922 at Ashland, O., with International Harvester Co.

BROWN, NEILL S., with Lincoln-Mercury Div., Ford Motor Co., as gen. mfg. mgr. since June 15, 1946. Born in Williamson County, Tenn., October 23, 1897. Entered automobile business on Nov. 22, 1920, at Houston, Tex., with Ford Motor Co. in body building shop.

BROWNYER, NELSON R., with Timken-Detroit Axle Co. as vice-pres. since 1945. Born in Bay City, Mich., July 10, 1900. Entered automobile business in 1917 at Detroit with Paige Motor Car Co. as draftsman.

BRUNNER, GEORGE E., with B. F. Goodrich Co. as gen. mgr. automotive, aviation and gov. divs. Born in Plainville, Mass. Bates College, A.B. degree. Entered automobile business in 1914 with Goodyear in service department.

BUCKENDALE, LAWRENCE R., with Timken-Detroit Axle Co. as vice-pres. in charge of engrg. since 1936. Born in Detroit, Mich. Univ. of Mich. B.M.E. degree. Entered automobile business in 1911 at Detroit with Timken-Detroit Axle Co. as draftsman.

BUDD Jr., EDWARD G., with Budd Co. as pres. since 1946. Born in Philadelphia March 23, 1902. Wesleyan College, B.S. degree. Entered automobile business in 1923 at Philadelphia with Budd Co. as apprentice.

BUGAS, JOHN S., with Ford Motor Co. as vice-pres., industrial relations, since 1946. Born Rock Springs, Wyo., Apr. 26, 1908. Univ. of Wyo., LL.B. Entered automobile business with Ford Motor Co., 1944.

BULLARD, E. C., with The Bullard Co. Pres. and gen. mgr. Born in Bridgeport, Conn. Curtis Sch., Brookfield, Conn. Sheffield School of Yale, M. E. Entered business in 1917 with The Bullard Co.

How to make a car a "blue blood" in the Red Book

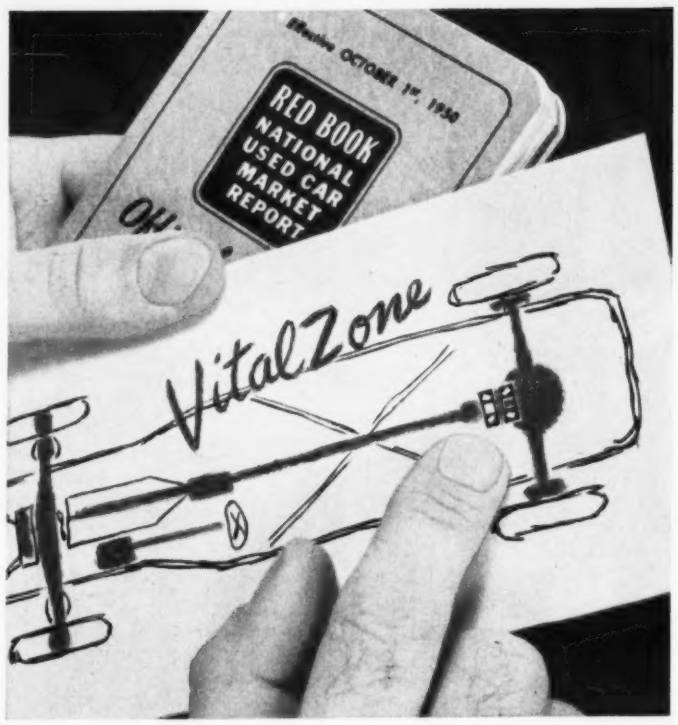
ANY new car is hard to resist in the showroom. But what is it that keeps that appeal from fading and makes the car a standout in a used car lot?

The answer is value. Although style, comfort and other appeals play a part in selling a prospect in the first place, the big thing that *keeps* him sold is value. Motorists are becoming more and more conscious of value. Especially where it counts most—in moving parts, the "vital zone".

When buying "vital zone" parts for your car—pinion bearings for instance—you may find it helpful to keep in mind this simple guide to value:

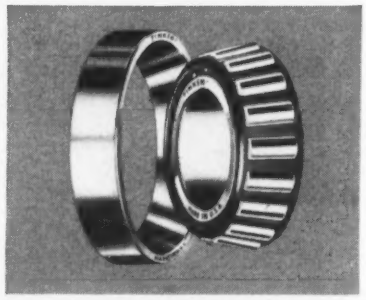
$$Value = \frac{quality + service + public\ acceptance}{price}$$

Obviously, a big advantage *above* the line gives you more value than a small one *below* it. No other bearing can match the uniform high quality, extensive and varied service support and overwhelming public acceptance you get with Timken® bearings. And in terms of value features, Timken bearing prices are lowest today. The Timken Roller Bearing Company, Canton 6, O. Cable address: "TIMROSCO".



How TIMKEN® bearings give you value where it counts most . . . in the "vital zone":

THE TIMKEN COMPANY'S ENGINEERING STAFF is always available to assist automobile manufacturers in solving bearing mounting problems and to devise ways and means of simplifying assembly. This service is just one more way the Timken Company assures you of top value.



THE TOUGHEST BEARING APPLICATION on a car—the pinion—is one of the many places where Timken bearing value shows up in service. And all but two makes of cars use Timken bearings on the pinion. In wheels, steering gears, and throughout the "vital zone", Timken bearings give friction-free, trouble-free performance.

ONLY TIMKEN BEARINGS GIVE YOU ALL THESE VALUE FEATURES

QUALITY
1. Design leadership
2. Steel made in our own mill
3. Precision manufacture
4. Rigid quality control
5. 50 years experience

SERVICE
6. Unequalled engineering service
7. Unequalled research and development facilities for your use
8. Installation service in the field
9. Widest range of sizes
10. Most dependable source of supply

PUBLIC ACCEPTANCE
11. First choice throughout industry
12. Best-known name in bearings
13. Widespread advertising

it's TIMKEN for VALUE
TRADE-MARK REG. U. S. PAT. OFF.
TAPERED ROLLER BEARINGS

NOT JUST A BALL ◯ NOT JUST A ROLLER ▭ THE TIMKEN TAPERED ROLLER ▭ BEARING TAKES RADIAL ↓ AND THRUST →◯← LOADS OR ANY COMBINATION →◯←

AUTOMOTIVE NEWS FAMILY ALBUM

CADWELL, SIDNEY M., with U. S. Rubber Co., as dir., research and dev. since 1946. Born Bozeman, Mont. March 5, 1893. Univ. of Chicago, Ph.D. Entered automobile business in 1931 at Detroit with Tire Div., U. S. Rubber Co., as dir. tire dev.

CARLSON, LESTER F., with Oldsmobile Div., GMC, exec. asst. to gen. mgr. Joined GM in 1942. Entered automobile business in 1936 at Portland, Ore., with D. P. Brother Co., Inc., as pub. dir.

CARLTON, CLARENCE C., with Motor Wheel Corp. as vice-pres. since 1937, secy., since 1920. Born in Akron, O., in 1882. Akron Univ., Univ. of Mich., A.B.; Univ. of Chicago M.A. Entered automobile business in 1912 at Akron with Firestone Tire & Rubber Co. as secy. to pres.

CARPENTER, RALPH E., with Dana Corp. as pres. since 1948. Born in Clinton, N. Y., in 1882. Entered automobile business in 1910 at Cleveland with Aluminum Castings Co. as asst. to pres.

CASEY, JOHN E., with Lincoln Engineering Co. as Detroit factory rep. Born Nov. 1, 1890. Entered automobile business in 1907 with Reo.

CALLANAN, EDWARD A., with Brown Rubber Co., Inc., Lafayette, Ind., as pres. and gen. mgr. since 1940. Born in Springfield, Mass., June 3, 1889. Entered automobile business in 1914 at Toledo, O., with Willys-Overland Co. as pur. agt.

CARLSON, RAYMOND EARL, with Tung-Sol Lamp Works, Inc., as vice-pres. and dir. since 1938. Born Bear Lake, Mich., Nov. 8, 1890. Univ. of Mich., B.E.E. Chmn. Soc. Auto. Engrs. lighting committee.

CARON, JOHN H., with Chrysler Sales Div. as dir. of adv. and sales prom. since 1945. Born in Louisville, Ky., Feb. 20, 1895. Business school. Entered automobile business in 1920 at Indianapolis with Homer McKee Co. as prod. man.

CARRIGAN, TRACY John Bean Division of Food Machinery and Chemical Corp. as mgr. of automotive dept. since 1944. Born Centralia, Ill., in 1906. Univ. of Ill., B.S. Entered automobile business in 1926 at Detroit with Packard Motor Car Co. as tech. engr.

CASS, ROBERT, with White Motor Co. as asst. gen. sales mgr., coach div. With firm since 1925. Born London, England, 1896. London Univ. Entered automobile business in 1925 with present company as engr. sec.

CAMERON, AUGUSTUS G., with Goodyear Tire & Rubber Co. as dir. since 1927, vice-pres. Goodyear Tire & Rubber Export Co. since 1922. Born in Knightstown, Ind., 1880. Sheldon School. Entered automobile business in 1913 at Akron with Goodyear as dis. truck tire sales mgr. at St. Louis.

CAMP, T. L., with Service Div. of Federal-Mogul Corp. as supervisor of districts. Born Atlanta, Ga., Apr. 22, 1905. Entered automotive field in 1925 with Automotive Gear Co. Joined Federal Mogul in 1930.

CAMPBELL, C. ALFRED, with Marmon-Herrington Co., Inc., since 1937, as vice-pres. since 1942. Born in Bellefontaine, O., July 16, 1895. Sorbonne Univ., Paris; Ohio State Univ., A.B., B.C.E. Entered automobile business in 1920 at Indianapolis with Nordyke & Marmon Co. as asst. sales ext. mgr.

CAMPBELL, CORTLANDT R., with A. S. Campbell Co., Inc., since '49. Vice-pres. and chg. of mfg. sales. Born Medford, Mass., in 1909. M.I.T. Entered automobile business in 1937 at Detroit with A. S. Campbell Co.

CANADAY, WARD M., Willys-Overland Motors, Inc. as pres. and chmn. of bd. Born New Castle, Ind., Dec. 12, 1885. Univ. of Colo., Harvard Univ., A.B. Entered automobile business in 1916 at Toledo, O., with Willys-Overland Motors, Inc., as adv. dir.

CARGILE, L. CLARE, former pres. Nat'l. Automobile Dealers Assn. Born Bentonville, Ark., 1894. Univ. of Arkansas, B.A. Kappa Sigma. Entered automobile business in 1923 at Texarkana, Ark., as dealer.

CARLL, CHARLES E., with Ford Motor Co. as dir. of pub. rel. since 1947. Born in Indianapolis, Ind., May 13, 1907. Butler Univ. and Indiana Univ. law school. Entered automobile business in 1942 with Ford Motor Co. as director Ford News Bureau.

BIGGEST PLUG PROMOTION IN AC HISTORY!

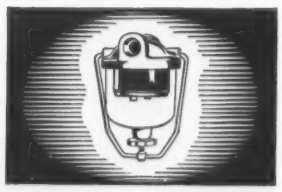
Now, at the height of the Spring Tune-up season, AC gives dealers the most tremendous advertising and promotion support ever known for a single month. Full and half-page ads, featuring the robin picture, appear in Saturday Evening Post, Country Gentleman, Progressive Farmer and other leading publications.

WINDOW POSTER, with the picture shown at left, goes to every Registered AC Dealer.

If you're not registered through AC, you're missing a golden opportunity. See your AC wholesaler at once.

AC FLEXIBLE GASOLINE AND OIL LINES

Also Make-up Kit, complete with 12 feet of hose and variety of fittings.



AC GASOLINE STRAINERS

Packed in Counter Merchandiser for display and easier sales.

AUTOMOTIVE NEWS FAMILY ALBUM

CASTLES, DAVID E., pres. West Side Buick Co., St. Louis. Past pres. and regional vice-pres. NADA. Born Kansas City, Mo. Entered automobile business in 1909 at Dallas, Tex., with Buick in parts department.

CHAPMAN, E. J., Pontiac asst. gen. sales mgr. (in charge of West), since 1949. Born Dec. 27, 1902 at Oakland, Cal. Entered auto field as San Mateo (Cal.) dealership sales mgr. in 1929. Attended St. Mary's College in Oakland, Cal.

CHRISTOPHER, RAYMOND F., with Sun Electric Corp. as vice pres., dir. of sales prom. and adv. since 1946. Born Primghar Ia., in 1897. Buena Vista, bus. adm. Entered automobile business in 1921 at Omaha Neb., with O. L. Rhoades Co., as sales representative.

CLEARY, JAMES M., with Roche Williams & Cleary, as vice-pres. since 1933. Born Hubbell, Neb., 1887. Univ. of Illinois, A.B. degree; Northwestern Univ., LL.B. Chicago Tribune, 1907 to 1925; Studebaker 1925 to 1932; White Co., 1932 1933.

COCHRANE, BERT G., with Casco Products Corp., Bridgeport 2, Conn. vice-pres. and gen. sales mgr. since 1930. Born in Chicago, Ill., 1887. Lane Tech. H.S. Entered automobile business in 1914 at Chicago, Ill. with Howe Lamp and Mfg. Co., as vice-pres. and gen. sales mgr.

CHAMBERS, ALLAN C., with Bendix Products Div. of Bendix Aviation Corp. as dir. of automotive sales since 1944. Born in Michigan in 1894. Univ. of Michigan. Entered automobile business in 1917 at Detroit with Russell Motor Axle as asst. sales mgr.

CHAYNE, CHAS. A., with General Motors as vice-pres. in chg. of engrg. staff. Born in Harrisburg, Pa., in 1898. B.S. from Mass. Inst. Tech. Theta Xi fraternity. Entered automobile business in 1926 at Williamsport, Pa., with Lycoming Mfg. Co. as exp. engr.

CLARK, RENSSELAER W., with Hayes Mfg. Corp. as pres. since 1940. Born in Hudson Falls, N. Y., Aug. 18, 1885. U.S. Naval Acad. Entered automobile business with Hayes Mfg. Corp. as pres.

CLEVELAND, REGINALD M., with New York Times since 1928 and now industrial adv. mgr. Born New York City, Nov. 6, 1886. Yale Univ. Director, Automobile Old Timers. Pres. American Museum of Safety, Dir. Greater New York Safety Council.

COLBERT, L. L., pres. since Nov. 3, 1950 and with Chrysler Corp. as pres. of Dodge Div. since 1945. Born in Oakwood, Tex., June 13, 1905. Univ. of Texas, B.B.A.; Harvard Law School, LL.B. Entered automobile business in 1933 at Detroit with Chrysler Corp. as resident atty.

COLLINS, DON H., with Hastings Mfg. Co. and Casite Corp. as dir. of adv. since 1946. Born in Hoopeston, Ill., Jan. 25, 1902. High school. Entered automobile business in 1920 at Indianapolis with Sidener-Van Riper Adv. as leg man for prod. (Eclipse Bendix Drive, Perfect Circle) dept.

COLLYER, JOHN L., with B. F. Goodrich Co., Akron, O., as pres. since 1939. Born in Chelsea-on-Hudson, N. Y., Sept. 18, 1893. Cornell Univ., M.E. Entered automobile business in 1923 at Buffalo with Dunlop Tire & Rubber Co. as vice-pres.

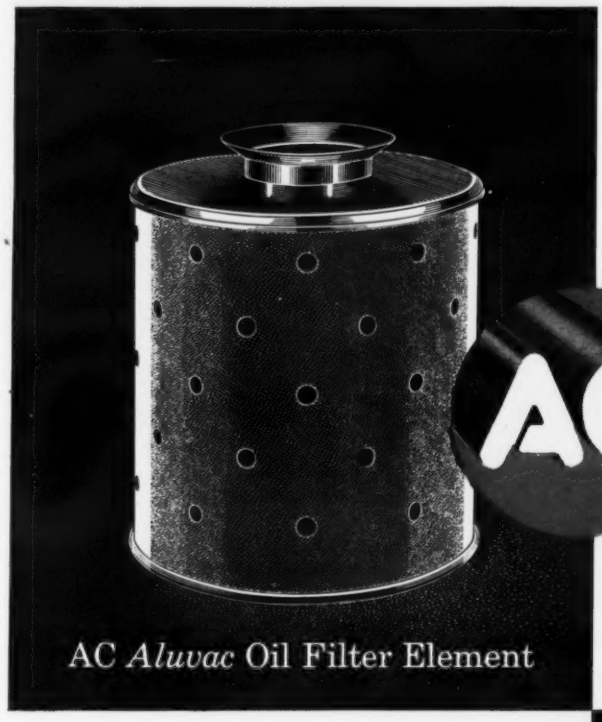
CONDER, ROBERT W., with Chrysler Corp. as dir. of industrial rel., 1951. Dir. of labor rel. since 1939. Born Indianapolis, Ind., Aug. 25, 1903. DePauw Univ., B.A.; Univ. of Mich. law school. Entered automobile business in 1936 in legal Dept. of Chrysler Corp.

CONLEY, CHAS. L., with Collins & Aikman Corp. asst. dir. merch. div. since 1950. Born in Cohocton, N. Y., May 24, 1905. Cornell Univ. Entered Automobile business in 1931 at New York with Collins & Aikman as field rep.

CONLEY, RUSSELL E., with R. M. Hollingshead Corp., Camden, N. J., as adv. mgr. since 1943. Born Haddonfield, N. J. 1915. Univ. of Penna. Entered automobile business in 1939 with same organization.

COOGAN, EDWARD F., with Autocar Co. as pres. since 1949. Born West Springfield, Mass., Aug. 11, 1888. Entered automobile business in 1907 at New Haven, Conn., with Pierce-Arrow agency as salesman.

COOPER, BERRY W., with General Motors Corp., gen. mgr. Delco Radio Div. Born Dec. 10, 1893, at Greenfield, Ind. Earlham college and Ph.B., Univ. of Chi. Joined GM Aug. 1919 as accountant for Delco-Remy Div., Anderson, Ind.



AC *Aluvac* Oil Filter Element

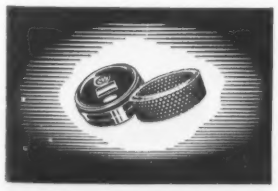
AC *Aluvac*
OIL FILTER ELEMENTS
The Fastest-Growing Filter Line

You can cash in for extra profits with both these AC quality products. AC *Aluvac* Elements . . . with twice the dirt-trapping capacity of the average element and nearly twice the life . . . offer a new standard of quality in the filter element field. With Buick now standard equipped, with Oldsmobile continuing AC as factory installed accessory, and Chevrolet and Cadillac using AC as factory optional equipment, the market for AC *Aluvac* Elements is booming. AC Oil Filters answer the growing demand for complete filter installations with a type and size for practically every engine.

America's First and Finest
FUEL PUMPS
There Are None Better

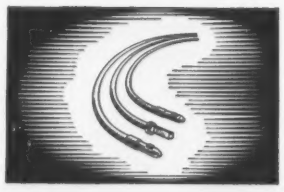
Nine out of ten of all new American automotive vehicles were factory-equipped with AC Fuel Pumps. AC has led the fuel pump parade since it originated the fuel pump 24 years ago . . . 100,000,000 built, 40,000,000 in daily use. Here's an enormous market for replacement sales . . . an easy-to-sell market because vehicle owners know, from their own experience, the dependable performance AC Fuel Pumps assure. Put AC's in stock and get the sales that come with America's first and finest fuel pump.

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION



AC AIR CLEANERS AND ELEMENTS

AC Air Cleaners used as equipment by 80% of car manufacturers.



AC SPEEDOMETER CABLE-CASING ASSEMBLIES

Also tailor-made cables, or bulk cable and casing, with parts.

AUTOMOTIVE NEWS FAMILY ALBUM

COPE, JAMES, with Chrysler Corp. as asst. to the pres. since 1944. Born in Genoa, Italy, in 1904. Entered automobile business in 1934 at Washington with Auto Mfrs. Assn.

CORTRIGHT, J. A., with Clayton Mfg. Co. as gen. sales mgr. since 1946. Born Seattle, Wash., Nov. 19, 1893. High school. Entered automobile business in 1914 at Salt Lake City, Utah with Bertram Motor Supply Co. as stock clerk.

COTTON, HAROLD M., with Acme Quality Paints, Inc., as mgr. industrial - automotive sales since 1943. Born Beach Park, O., May 21, 1898. Det. Central High, Det. Junior Coll. Entered automobile business in 1928 in Detroit with Acme Quality Paints, Inc., in sales dept.

COURAGE, WILLIAM L., with Hudson Motor Car Co. as dir. of distribution. Born Harbor Grace, Nfld., Jan. 14, 1902. Entered automobile business in 1922 at Detroit with Hudson Motor Car Co. as secy. to stores mgr.

CROSLEY, POWEL Jr., with Crosley Motors, Inc., as pres. and treas.; Cincinnati Baseball Club Co., chmn. of bd. Born Cincinnati, 1886. Ohio Military Inst., Univ. of Cincinnati, Phi Delta Theta. Entered automobile business in 1905 at Cincinnati.

COPELAND, ROBERT F. G., with Lincoln-Mercury Div., Ford Motor Co., as adv. and pro. mgr. since 1948. Born in Indianapolis, Ind., Dec. 25, 1902. Entered automobile business in 1927 at Chicago with Chicago Herald-Examiner as automobile editor.

COSTELLO, JOSEPH A., with Ethyl Corp. as vice-pres. since 1949. Born Scranton, Pa., Dec. 27, 1900. Pennsylvania State Coll. B.S. Entered automobile business in 1928 with Ethyl Corp. as field rep.

COUPER, THOMAS, with L. A. Young Spring & Wire Corp., Detroit, as vice-pres. in chge. of sales and adv. since 1926. Born Toronto, Can., Nov. 8, 1905. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as timekeeper.

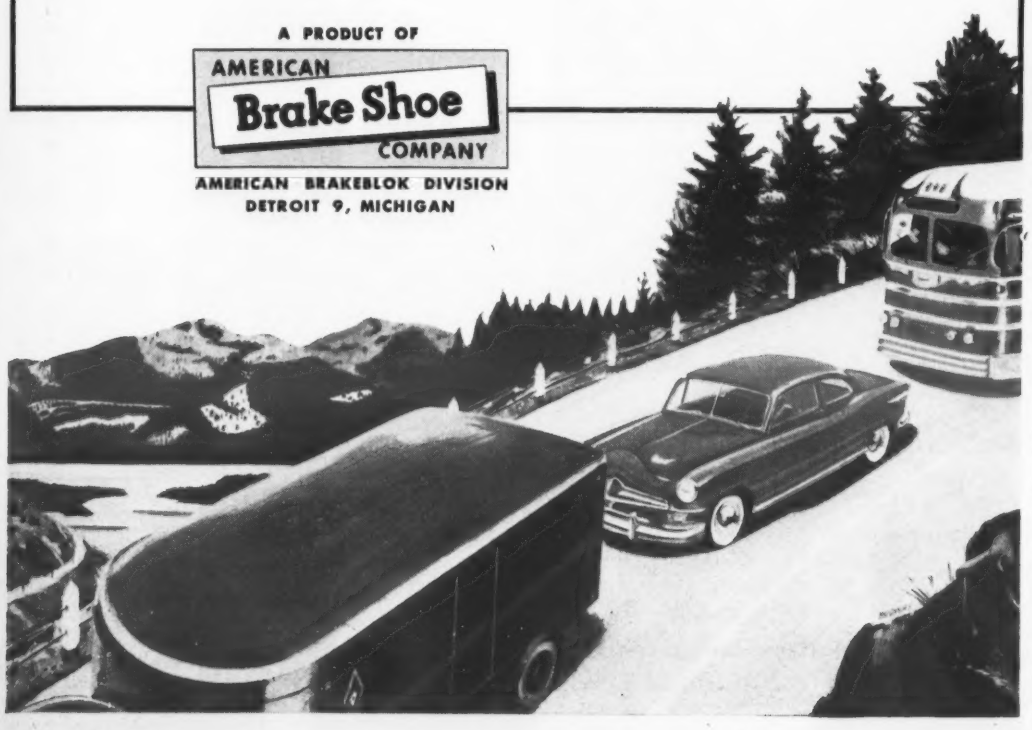
COUTURE, ALLEN B., with Chrysler Corp. as chief exp. eng. since 1923. Born LaSalle, Mich., July 5, 1891. Entered automobile business in 1909 at Toledo, Ohio with Pope Toledo Co. as experimental eng.

CROSS, FREDERICK R., with Stewart-Warner Corp., Chicago, as dir. of adv. since 1933. Born Houghton, Mich., Feb. 20, 1895. Kenyon College, Ph.B. Entered automobile business in 1924 at Chicago with Alemite Corp. as asst. to adv. mgr.

CRAMER, RAYMOND F., with Hyatt Bearings Div. of General Motor Corp. at Harrison, N. J. as gen. mgr. since June 1950. Born Dec. 28, 1889 in New Jersey. Entered automobile business in 1903 at Crocker - Wheeler Co., Ampere, N. J., as machinist.

CROWDER, CHARLES R., with Van Norman Co., as vice-pres. since Nov. 9, 1945. Born in Blackstone, Va., March 1, 1907. High school. Entered automobile business in 1926 at Washington with Parkway Motor Co. as salesman. Came with Van Norman in 1929 missionary work.

American Brakeblok
REG. U. S. PAT. OFF.
THE SAFETY BRAKE LINING
for Passenger Cars, Trucks and Buses
A PRODUCT OF
AMERICAN Brake Shoe COMPANY
AMERICAN BRAKEBLOK DIVISION
DETROIT 9, MICHIGAN



CRAWFORD, FREDERICK C., with Thompson Products, Inc., as dir. since 1926 pres. since 1933. Born Watertown, Mass., 1891. Harvard Univ., A.B., M.C.E. degrees, P.B.K. fraternity. Entered automobile business in 1916 with Steel Products Co. (later Thompson Prod.) as maint. engr.

CROWLEY, A. H., with Lincoln - Mercury Div., Ford Motor Co., as asst. gen. sales mgr. since 1947. Entered automobile business in 1923 in Boston of sales staff.

CRAWFORD, HOWARD E., with Chevrolet Div. of GM Corp. as asst. gen. sales mgr. since 1949. Born in Atchison, Kan. Graduate Univ. of Kan. Entered automobile business as accountant with Chevrolet in Kansas City in 1930.

CRUSOE, LEWIS D., with Ford Motor Co. as vice-pres. and gen. mgr., Ford Div., since 1949. Born in Mora, Minn., Feb. 25, 1896. Univ., of Wisconsin, Univ. of Detroit, M.C.S. Entered automobile business in 1913 at Detroit with Fisher Body Co. as shop clerk.

CRAWFORD, H. L., with Studebaker Corp. as used car merchandising mgr. since 1938. Born in Terre Haute, Ind., in 1905. Rose Poly.; Univ. of Illinois. Entered automobile business in 1926 at Detroit with Fisher Body prod. dept.

CURTICE, HARLOW H., exec. vice-pres., General Motors Corp. since Nov. 1, 1948; prior to that gen. mgr. Buick Motor Div. since Oct., 1933. Born Eaton Rapids, Mich., Aug. 15, 1893. Ferris Inst. Entered automobile business in 1914 at Flint, Mich., with AC Spark Plug Div. as bookkeeper.

CRAWFORD, JAMES M., with General Motors Corp. since 1927, as vice-pres. since 1947. Born in Indianapolis, Ind., in 1886. Entered automobile business in 1906 at Indianapolis with American Motor Car Co. as draftsman and asst. ch. engr.

DAISLEY, ROBERT H., with Eaton Mfg. Co. Vice-pres. and dir. of mfg. since 1947. Born in Brooklyn, N. Y. Apr. 3, 1897. N. Y. public schools. Entered automobile business in 1916 at Long Island City with General Vehicle Co. as metallurgist.

CRONIN, JOHN J., with General Motors Corp., vice-pres. and gen. mgr. Fisher Body Div. Born Feb. 10, 1895, in Detroit. A.B. degree 1915 Univ of Detroit. Joined Fisher Body June 1, 1918, following Army service.

DAMMANN, WILL, original founder and pres. since 1917 of Bear Mfg. Co. Born in Scott County, Iowa, Feb. 25, 1880. Davenport Business Coll. Entered automobile business in 1912 in North Dakota as Ford dealer.

CRONIN WILLIAM J., with Automobile Mfrs. Assn. as mng. dir. since 1948. Born Andover, Mass., Dec. 28, 1892. Boston Univ., LL.B.; N. Y. Univ., M.B.A. Entered automobile business in 1933 at Detroit with Automobile Mfrs. Assn. as mgr., manufacturing dept.

DARLING, A. C., with Borg - Warner Service Parts Co., Sub. Borg-Warner Corp., since 1929, as Pres. since 1943. Born June 9, 1896, in Kewanee, Ill. Entered automobile business in 1914 as clerk with Borg & Beck Co.

AUTOMOTIVE NEWS FAMILY ALBUM

DAVIES, GEORGE W., with Sealed Power Corp. since 1932. At present holds position of gen. sales mgr. Born London, Eng., Dec. 31, 1887. High school. Entered automobile business in 1915 at Muskegon with Campbell, Wyant & Cannon Fdy. Co. as adm. exec.

DEERY, GEORGE B., with Automotive News as associate editor since 1948. Born Tecumseh, Mich., March 23, 1906. Univ. of Michigan. Entered automobile business in 1941 at Detroit with Packard Motor Car Co. as asst. in personnel.

DEIBLER, ROBERT H., Pacific Coast representative of Automotive News since 1940. Born in Conneaut, O., in 1894. Western Reserve Univ., A.B. Entered automobile business in 1919 at Cleveland, O. with Oldfield Tire & Rubber Co. as sales prom. mgr.

DELAUNEY, ALLEN M., with Pacific Finance Corp. as exec. vice-pres. and dir. since 1942. Born Baltimore May 5, 1891. Entered automobile finance business in 1924 at Baltimore with Manufacturers Finance as clerk.

deMARTINI, WALTER P., with Kaiser-Frazer Sales Corp. as vice-pres. in chg. of sales since 1949. Born San Francisco Apr. 17, 1913. Univ. of California. Entered automobile business in 1947 at Willow Run with Kaiser-Frazer Corp. as dir. of serv. and became dir. of sales in the following year.

DAVIS, CHARLES S., with Borg-Warner Corp. as chmn. of bd. 1950, pres. 1929 to 1950. Born Terre Haute, Ind., 1877. Harvard Univ., A. B. degree Phi Kappa Psi fraternity. Entered automobile business in 1908 at Muncie, Ind., with Glascock Bros. Mfg. Co. with Warner Gear Div. 1919.

DeHART, HENRY T., with GMC Truck and Coach Div., General Motors Corp. as adv. mgr. since 1929. Born in Lafayette, Ind., 1894. Purdue Univ., B.S. Entered automobile business in 1921 in Lansing, Mich., with Reo Motor Car Co. as asst. adv. mgr.

DELANEY, GEORGE A., Chief engr. of Pontiac since 1946, asst. prior. Entered auto field with Paige Detroit Motor Car Co., 1920, as product engr. Graduated with Engineering BS from Univ. of Missouri (Columbia). Born in Centerview, Mo., Feb. 11, 1895.

DeLIND Jr., JOHN W., with Borg-Warner Int. Corp. as pres. since 1946. Born Napoleon, O., Oct. 13, 1895. Michigan State Coll., Detroit Inst. of Tech. Entered automobile business in 1914 at Chicago with Splitdorf Electric Co.

DeMOTT R. H., with SKF Industries, Inc., as pres. since Nov. 1, 1950. Born Tenafly, N.J. Stevens Inst. of M. E. Entered automobile business May 2, 1915, at New York City with SKF Industries as sales engr.

DAVIS, JOHN R., vice-pres. and member of bd. of dir. Ford Motor Co. Formerly vice-pres. sales and adv. Born Oil City, Pa., Nov. 10, 1894. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1919 at Detroit with Ford Motor Co. as salesman.

DAVIS, JOHNSON S., with Borg-Warner Corp. since 1932; pub. rel. dir. since 1943. Born in Muncie, Ind., 1908. Prep sch., Columbia. Entered automobile business in 1918 at Muncie, Ind., with Glascock Bros. Mfg. Co. as mascot for ball team. Member of SAE.

DAVIS, PAUL R., with Studebaker Corp. as gen. sales mgr. since Jan. 1, 1945. Born in Huntsville, Ala., Jan. 30, 1903. Georgia Tech, B.S. Elec. Eng. Entered automobile business in 1924 at South Bend with Studebaker Corp. as sales trainee.

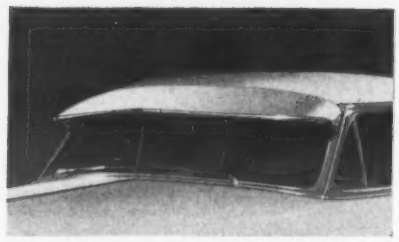
DAVIS, ROBERT B., with Raybestos Div. as vice-pres. and gen. mgr. since 1939. Born in Paterson, N. J. Mt. Hermon, Rutgers Coll. Entered automobile business in 1909 in Chicago with Motor Car Supply Co. as salesman.

DAWSON, HILARION D., with General Motors Corp., gen. mgr. Delco-Remy Div., Anderson, Ind. Born at Salem, N. Y., Aug. 17, 1897. Graduated Norwich Univ. 1919. Joined Delco-Remy in 1925.

DAY, GEORGE H. II, with Chicopee Mfg. Corp., Lumite Div. as vice-pres., gen. sales mgr., since Mar., 1949. Born New York City May 12, 1908. Pomfret school, Yale Univ. Entered autmobile business in 1944 at New York City with Chicopee Mfg. Corp. as sales mgr.

DEAN, HUGH, vice-pres. in charge of the mfg. staff of General Motors since 1949. Born in Chicago in 1888. 2 yrs. law, Chicago U., Ph.B. Entered automobile business in 1915 at Flint with Buick as laborer.

- The ALL-STEEL Exterior Windshield Visor.
- The visor with polished STAINLESS STEEL leading edge and end brackets.
- The visor that is fully ADJUSTABLE — one model will fit most cars.
- The visor that will custom fit HARD-TOPS and cars with one-piece windshields . . .



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PRODUCTS CORPORATION

MICHIGAN CITY, INDIANA

AUTOMOTIVE NEWS FAMILY ALBUM

DeMULLER, MARCEL F., Willys-Overland Export Corp., Toledo, O., pres. and gen. mgr. Born in Epinal, France in 1901. Educated University Nancy, and University Dijon, France, foreign trades, languages, Latin law. Joined Willys-Overland in 1944. Entered automobile export business as manager New York office of Chrysler Export Corp. in 1930.

DEN UYL, SIMON D. with Bohn Aluminum & Brass Corp. as pres. since Feb. 28, 1949. Born Holland, Mich. Apr. 21, 1896. Hope Coll. Entered automobile business in 1919 at Detroit with Charles B. Bohn Foundry Co. as bookkeeper.

DERVIN, JAMES J., with Reo Motors, Inc., as vice-pres. since 1942. Born New York City Apr. 12, 1899. High school. Entered automobile business at New York with General Vehicle Co.

DeVLIEG, RAY A., with Nash-Kelvinator Corp. as vice-pres. in charge of mfg. since 1943, with company since 1936. Born Grand Rapids, Mich. Detroit Tech. H. S. Entered automobile business in 1910 at Detroit with Cadillac Motor Car Co. as designer.

DEWITT, MORTIMER C., with Champion Spark Plug Co. as vice-pres. since 1921. Born San Francisco. Entered automobile business in 1906 at San Francisco with Jeffery-Dewitt Co.

DENNISON, CHARLES S., Willys-Overland Motors, Inc., Toledo, O., as asst. gen. sales mgr. Born in New York City, in 1916. Attended Columbia Univ., New York Univ., and College of City of New York; British schools in Montivideo, Uraguay and Argentina. Entered automobile business with General Motors Overseas Operation in 1935. Joined Willys-Overland in 1946.

DEREMER, FLOYD E., with Oldberg Mfg. Co. as vice-pres., engrg., since 1935. Born in Pa. Nov. 2, 1899. Entered automobile business in 1925 at Detroit with Cadillac Motor Car Co. as lab. technician.

DeVILBISS, HOWARD P., with DeVilbiss Co. as pres. since 1944. Born Toledo, O., May 18, 1908. Univ. of Michigan. Entered automobile business in 1928 at Toledo with DeVilbiss Co. as prod. worker.

DEVOR, JENNER H., with Wagner Electric Corp. as pres. since 1950. Born Fort Loudon, Pa., May 20, 1891. Mercersburg Acad, Penn State, E.E. Entered automobile business in 1912 at St. Louis with Wagner Electric Corp. as apprentice.

DIETZ, ARTHUR O., Pres. of C.I.T. Financial Corp. parent Co. of Universal C.I.T. Credit Corp. Joined C.I.T. in 1919. Born St. Paul, Minn., 1893. Entered automobile finance business in 1916 at New York, N. Y., with Continental Guaranty Co. as salesman.

DINSMORE, RAY P. with Goodyear Tire & Rubber Co. as vice-pres. since 1943. Born Tewksbury, Mass., April 24, 1893. M.I.T., B.S. chem. engr. Entered automobile business in 1914 at Akron with Goodyear Tire & Rubber Co. as technical staff member.

DISHMAN, HARRY C., with Raybestos-Manhattan, Inc., as sales mgr., equip. sales div., since July, 1947. Born in New Albany, Ind., July 12, 1887. High school. Entered automobile business August, 1916, in Bridgeport, Conn., with Raybestos Co., as development engr.

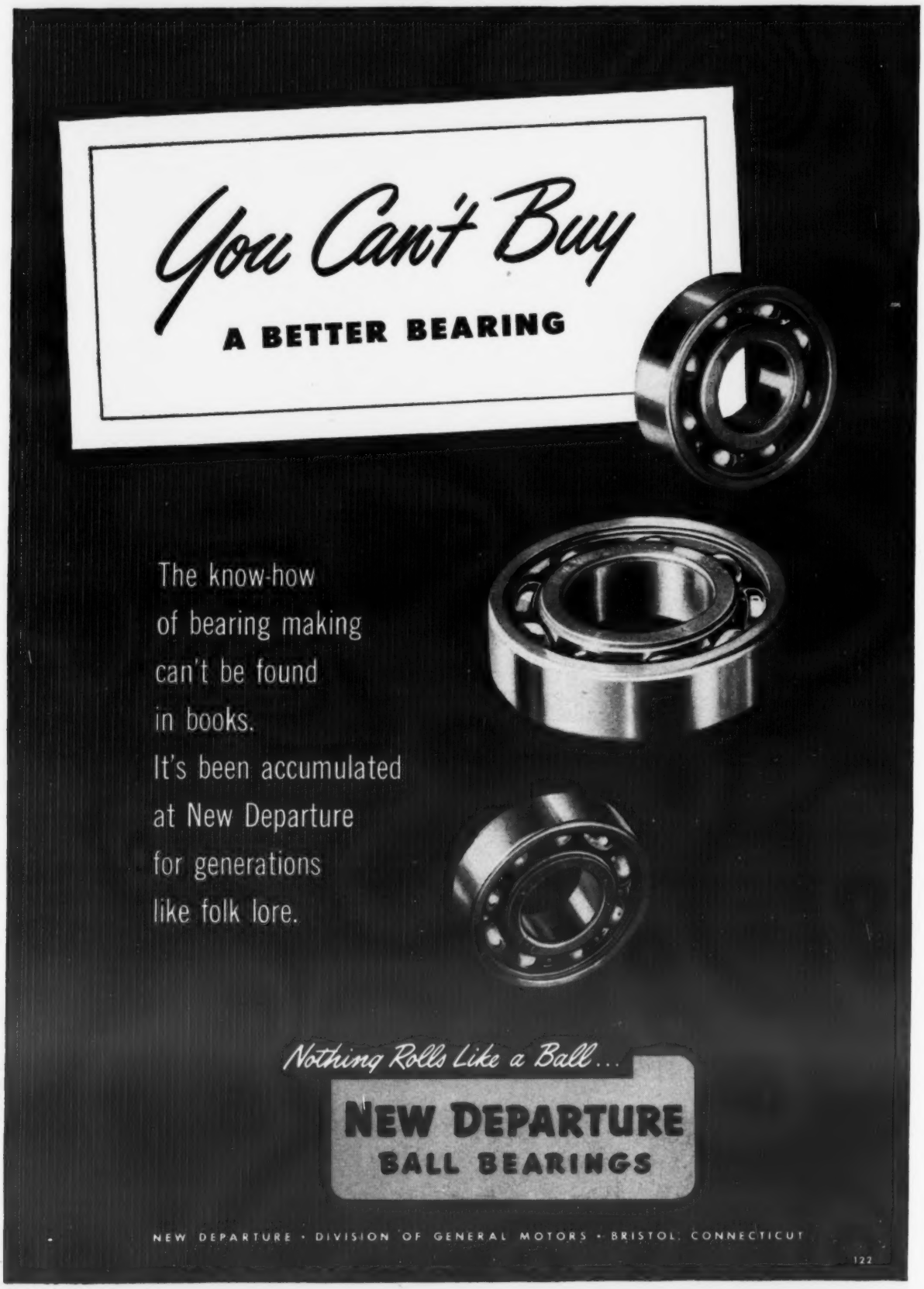
DOERFNER, WILLIAM H., with Saginaw Steering Gear Div., GM, as general manager since 1941. Born Saginaw, Mich., 1899. One year college. Entered automobile business in 1918 at Saginaw with Saginaw Malleable Iron, Div. GM, as timekeeper.

DONALDSON, BEN R., director of adv. and sales promotion, Ford Motor Co., since 1945. Born Grand Rapids, Mich., July 18, 1893. Western Michigan College. Joined Ford March 3, 1919. Later became export adv. mgr.

DORAN, PETER J., with Auto Ventshade Co. as sec.-treas. since 1947. Born Morrisonville, Ill. LaSalle Ext. Univ. Entered automobile business in 1947 at Atlanta, Ga., with Auto Ventshade Co. as secy.-treas.

DOSS, H. C., with Nash-Kelvinator Corp. as vice-pres. chge. of sales Nash Motors Div. since 1944. Former gen. sales mgr. Ford Motor Co. Duke Univ., Academic Law. A.T.O. frat. Entered automobile business in 1911 at Oklahoma City with Ford Co.

DOUGHERTY, WILLIAM M., with U. S. Rubber Co. as secy. since 1947. Born Millville, N. J., March 1, 1895. Princeton, Litt. B. degree. Entered automobile business in 1923 at New York with U. S. Rubber Co. as research asst. in commercial research dept.



AUTOMOTIVE NEWS FAMILY ALBUM

DOUGLAS, EARL M., with Studebaker Corp., Pacific Div. as gen. mgr. since 1947. Born Kokomo, Ind., July 13, 1900. Entered automobile business in 1919 at Kokomo, Ind., with Haynes as inspector.

EDELLSTEIN, GEORGE J., Willys-Overland Motors, Inc., dir. of purchasing. Born in Washington, Pa., in February, 1904. Cass Technical High School, Detroit. Entered automobile business with Willys-Overland in 1923.

EDGAR, LOUIS C. JR., with E. W. Bliss Co. as pres. since 1949. Born Wilkinsburg, Pa., in 1910. Cornell U., Mech. Engr. Entered automobile business in 1949 at Toledo with E. W. Bliss Co. as pres.

ELLIOTT, KENNETH B., with Studebaker Corp. as vice-pres. since 1936. Born Lebanon, Mo., Jan. 22, 1896. Drury College, A.B. degree. Entered automobile business in 1928 at South Bend with Studebaker Corp. as asst. treas.

ERICKSEN, WILLIAM N., with Helms Industrial Development Co. as sales mgr. since 1946. Born Grand Rapids, Mich., June 9, 1919. Entered automobile business in 1945 at Grand Rapids with Helms Industrial Development Co. as sales man.

DOWNEY, TIMOTHY "TOM" C. Works mgr. for Oldsmobile Div. since 1946. Joined General Motors with Hyatt Roller Bearing Co. in 1916. Joined Chevrolet in 1923. Born at Dollar Bay, Mich., Sept. 21, 1892.

EDGAR, GRAHAM, with Ethyl Corp. as vice-pres. since 1932. Born in Fayetteville, Ark., Sept. 19, 1887. Univ. of Kentucky, B.S. Yale Univ., Ph.D. Entered automobile business in 1924 at Dayton, O., with Ethyl Corp.

ELDREDGE, GORDON C., with Ford Motor Co. since 1947. Now mgr., adv. and sales promotion, Ford Div. Born in Adrian, Mich. Univ. of Michigan, B.A. degree.

ELY, NEIL D., with L. A. Young Spring & Wire Corp. Pres. & gen. mgr. since June, 1949. Born Detroit, Mich., Aug. 20, 1904. High school. Entered automobile business in 1922 at Detroit with Trippensee Closed Body Corp. as payroll clerk.

ERICKSON, E. A., with Lincoln-Mercury Div. of Ford Motor Co., as parts and accessories mgr. since May 13, 1947. Born in Staples, Minn., Aug. 6, 1902. Entered automobile business in 1920 at Minneapolis, Minn., with Chevrolet Motor Co.

DUFFY, IRVING A., vice-pres., purchasing, Ford Motor Co. Born Chicago in 1904. Graduate West Point; member N. Y. State Bar; served Judge Advocate General's Dept. during World War II. Joined Ford Feb., 1949.

DUKE, JOSEPH C., with Minnesota Mining & Mfg. Co. as vice-pres., Coated Abrasives Div., since 1948 Born in Carlisle, Pa., Nov. 20, 1897. Dubuque Univ., B. A. degree. Started 1921 with 3M.

DUNCAN, A. E., with Commercial Credit Co. as chmn. of bd. Born near Louisville, Ky., 1878. Entered automobile business in 1916 when Commercial Credit Co. entered the automobile finance business.

DURBAN, C. J., with U. S. Rubber Co. as asst. adv. dir. and sales prom. mgr., tire div. Born Philadelphia, 1893. Educated at Germantown Acad. Entered automobile business in 1927 at Garrettsville, O., with Polson Rubber Co. as sales and adv. mgr.

DYKSTRA, JOHN, with Ford Motor Co. as vice-pres. Aircraft Engine, Tractor and Machined Products Group since 1947. Born in Netherlands Apr. 16, 1898. Business institutes. Entered automobile business in 1914 at Detroit with Briscoe as apprentice.

EARL, HARLEY J., with General Motors Corp. since 1927, as vice-pres. since 1940. Born in Los Angeles, Calif., Nov. 22, 1893. Stanford Univ., B.S. Entered automobile business in 1918 at Los Angeles with Earl Carriage Works as mgr.

EDDINS, DANIEL S., with Plymouth Div., Chrysler Corp., as pres. since 1934. Born Waco, Tex. High school. Entered automobile business in 1911 at Dallas with Studebaker as traveling salesman.

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AUTOMOTIVE NEWS FAMILY ALBUM

EVANS Jr., EDWARD S., with Evans Products Co. as pres. since 1945. Born Richmond, Va., March 9, 1906. Lausanne Univ., Univ. of Michigan. Entered automobile business in 1928 at Detroit with Evans Appliance Co. as vice-pres.

EWALD, HENRY T., with Campbell Ewald Co. as pres. since 1917. Born Detroit April 20, 1885. Doctor of Laws honorary degree Wayne University. Entered automobile business at South Bend, Ind., in 1908-11 with E-M-F (Studebaker Corp.) as asst. adv. mgr.

FALVEY, JAMES P., with Electric Auto-Lite as vice-pres. since 1943. Born in Detroit in 1904. Univ. of Detroit, LL.B. degree. Entered automobile business in 1934 at La Crosse, Wis., with Moto Meter Co. as patent atty.

FAUST, W. L., vice pres. and dir., with Socony Vacuum Oil Co., Inc., since June, 1929. Born Bryn Mawr, Pa., 1895. Attended Stevens Inst. of Tech. M.E. degree.

FENN, LEO E., with Packard Motor Car Co. as western div. sales mgr. since Nov., 1949. Born May 26, 1902, Jackson, Mich. Entered automobile business in 1924 in retail sales, later sales mgr. Ford branches in Cincinnati and Louisville. Joined Packard as Cincinnati zone mgr.

EVANS, RONALD K., General Motors Corp. Exec. Vice-Pres. & Dir. since 1950. Born in Big Rapids, Mich., Aug. 17, 1889. Michigan State College. Entered automobile business 1920 at Anderson, Ind., with Remy Electric Co.

FAIRHURST, WILLIAM, with Spicer Mfg. Div. of Dana Corp. as vice-pres. and sales mgr. since 1925. Born in Paterson, N. J., in 1891. Yale Univ., Ph.B. degree. Entered automobile business in 1914 at Detroit with Packard as apprentice.

FARR, WARREN H., with Budd Co. as dir., consultant to pres. Born Flint, Mich., June 25, 1889. Entered automobile business in 1903 at Flint with Buick as apprentice toolmaker. Vice-pres. chge. mfg. Budd Co. until 1950.

FAY, BYRON A., with Electric Auto-Lite Co. as vice-pres. and dir. since 1939. Born Columbus, O., Nov. 24, 1882. Ohio State Univ. Entered automobile business in 1904 at Columbus with Columbus Buggy Co. as plant engr.

FENNER, JAMES B., with Electric Auto-Lite Co. and subsidiaries since 1927. Vice-pres. and comptroller 1951. Born New Jersey, Jan. 2, 1897, grad. Pace & Pace Inst. Entered automobile business 1927 with Prest-O-Lite Battery Co., Indianapolis.

FERGUSON, JAMES R., with Packard Motor Car Co. as dir. of automotive engrg. since Dec. 1, 1945. Born in Almont, Mich., June 19, 1885. Univ. of Michigan, B.S. degree. Entered automobile business in 1909 at Flint, Mich., with Weston-Mott Co. as mech. draftsman.

FERGUSON, MALCOLM P., with Bendix Aviation Corp. as pres. since 1946. Born Elmira, N. Y., June 20, 1896. Syracuse Univ., M.E. Entered automobile business in 1918 at Elmira, N. Y., with Eclipse Machine Co. as service engr.

FERRY, HUGH J., with Packard Motor Car Co., pres. since Dec., 1949. Born in Grand Rapids, Mich., Dec. 14, 1884. Detroit Tech. Inst. Entered automobile business in 1910 in Detroit with Packard Motor Car Co. as cost acct.

FIELD, ROSWELL F., with Campbell-Ewald Co. as vice-pres. since 1935; joined 1925. Born in Chicago, Ill., March 27, 1893. Univ. of Illinois.

FINLAY, ROBERT M., with Automotive News as managing editor since 1944. Born Detroit 1913. Wayne Univ. Entered automobile business in 1943 at Detroit after eight years on editorial staff of the Detroit Free Press.

FIRESTONE Jr., HARVEY S., with Firestone Tire & Rubber Co. as chmn. and chief exec. since 1948. Born in Chicago, Ill., April 20, 1898. Princeton Univ., B.A. degree. Entered rubber business in 1920 at Akron, O., with Firestone Tire & Rubber Co.

FIRESTONE, ROGER S., with Firestone Plastics Co. as pres. (dir. Firestone Tire & Rubber Co.) since 1947. Born Akron, O., June 25, 1912. Princeton, A.B. degree.

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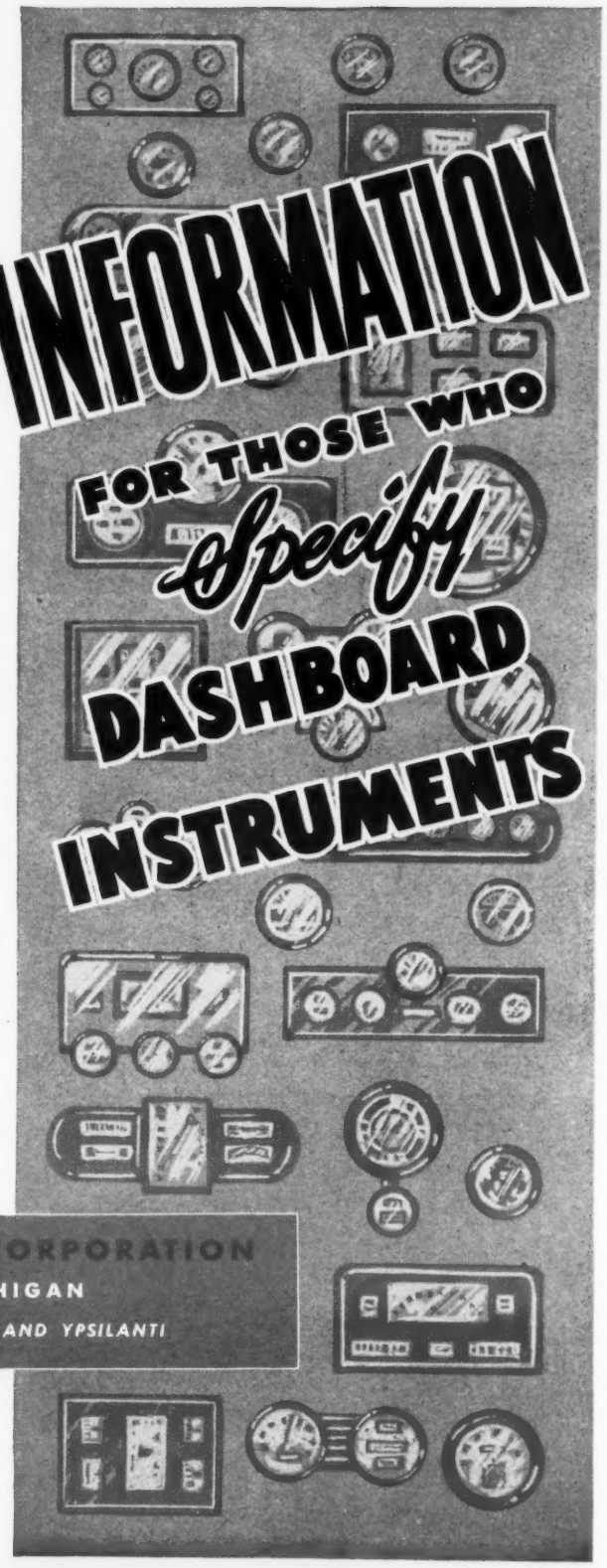

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AUTOMOTIVE NEWS FAMILY ALBUM

FISCHER, LAWRENCE W., with Timken-Detroit Axle Co. as vice-pres. since 1921. Born Yonkers, N. Y., Dec. 9, 1895. Entered automobile business in 1919 at Detroit with Continental Motors as draftsman.

FORD, T. LATIMER, with Koppers Co., Inc., Piston Ring Div., as mgr. repl. sales since 1927. Born Baltimore, Md., Feb. 14, 1890. Baltimore City College. Entered automobile business in 1919 at Baltimore with American Hammered Piston Ring Co. as asst. treas.

FOSTER, H. H., with Lincoln-Mercury Div. of Ford Motor Co., as gen. purchasing agt. since 1948. Born in Wayne, Mich., Oct. 29, 1903. Entered automobile business in 1922 at Detroit with Ford Motor Co.

FRAZER, JOSEPH W., with Kaiser-Frazer Corp., Willow Run, as vice-chmn. of board since 1949. Born Nashville, Tenn., March 4, 1892. Sheffield Scientific Scl., Yale Univ. Entered automobile business in 1912 at Detroit with Packard Motor Car Co. as mechanic.

FRENCH, CHARLES J., with Chevrolet Motor Div. since Jan., 1950, as nat. pub. relations dir. Born Newcastle, Pa., Jan. 4, 1896. High school. Entered automobile business in 1936 at Detroit with Chevrolet Motor Div. on special assignments.

FISH, WILLIS E., with Chevrolet Motor Div., GM Corp., as gen. sales mgr. since 1949. Born in Pittsburgh, Pa., Oct. 17, 1897. Entered automobile business in 1917 at Pittsburgh, Pa., with Packard Motor Co. as salesman.

FORD, WILLIAM C., with Ford Motor Co., as dir. since June 4, 1948. Born in Detroit, Mich., March 14, 1925. Hotchkiss, Yale. Entered automobile business in 1941 at Dearborn, Mich., with Ford Motor Co., in chemical laboratory.

FOX, ALEX P., with Lincoln Engrg. Co. as pres. since 1941. Born St. Louis, Mo., Mar. 17, 1893. Washington U. Entered automobile business in 1913 at St. Louis with Lincoln Engrg. Co. as draftsman.

FREDERICK, D. S., with Rohm & Haas Co. Chemicals & Plastics Div. as vice-pres. in chge. of sales since 1943. Born Hamilton, O., Nov. 13, 1910. Univ. of Ill. Miami Univ., Univ. of Munich. Phi Eta Sigma, Phi Beta Kappa, Phi Kappa Phi, etc. Entered automobile business in 1936 with Rohm & Haas Co. as sales mgr. plastics div.

FREY, JULIAN J., with Ethyl Corp. as mgr. of sales operations since 1944. Born Baltimore, Md., March 28, 1905. Lehigh Univ., B.S. degree. Entered automobile business in 1927 at Detroit with Ethyl Corp. in engrg. dept.

FLECK, A. H., with Studebaker Corp. Export Div. as gen. sales mgr. since 1940. Born in Huntington, Ind., July 19, 1900. High school. Entered automobile business in 1921 at South Bend, Ind., with Studebaker as mechanic.

FLEMING, A. M., with Chrysler Div., Chrysler Corp., since 1948 as vice-pres. in charge of mfg., also pres. Pekin Wood Products Co., of West Helena, Ark. Born Milton, Ont., June 10, 1895. Entered automobile business in 1920 at Detroit. Joined Chrysler in 1924.

FLEMING, NEIL A., with Ditzler Color Div., Pittsburgh Plate Glass Co. as sales mgr., distr. sales div., since 1920. Born in Winslow, Ariz., Dec. 1, 1891. Entered automobile business in 1909 at Flint, Mich., with Buick as mach. parts inspector.

FLOOD, THOMAS W., with Electric Auto-Lite Co. as vice-pres., original equipment sales. Born New York. Entered automobile business in 1919 with Motometer Co.

FORD, BENSON, with Lincoln-Mercury Div., Ford Motor Co., as vice-pres. of Ford Motor Co. and dir. of Lincoln-Mercury Div. since Jan. 30, 1948. Born Detroit, July 20, 1919. Princeton Univ. Entered automobile business in 1940 with Ford Eng. Lab., Dearborn, as student.

FORD II, HENRY, with Ford Motor Co. as pres. since Sept. 24, 1945. Born in Detroit, Mich., Sept. 4, 1917. Hotchkiss, Yale. Entered automobile business on Oct. 1, 1940 at Dearborn, Mich., with Ford Motor Co. as grease monkey.

FORD RUSSELL G., with Chevrolet Div. of General Motors Corp. mgr. of assembly plants. Entered automobile business in 1922 at Detroit with Chevrolet in standards dept.

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AUTOMOTIVE NEWS FAMILY ALBUM

FRIES, VOLLMER W., with White Motor Co. as vice-pres. in chge. prod. since 1943. Born Pleasant Valley, N. Y., July 17, 1902. Rensselaer Poly. Inst., E.E. degree. Entered automobile business in 1924 at Cleveland with White Motor Co. as tech. apprentice.

FROST, O. F., sales promotion manager, Oldsmobile Div. Joined General Motors in 1941. He was born April 26, 1912. High school. Western State Teachers College. Business Administration.

FRUEHAUF, HARVEY C., with Fruehauf Trailer Co. as chmn. of board since 1949. Born and educated in Michigan. Entered automobile business in 1906, becoming vice - pres. and gen. mgr. of Fruehauf Trailer Co. in 1915 and pres. in 1929.

FRYER, ROY A., with White Motor Co. as Sales Promotion mgr. since 1949. Born Toronto, Can., 1903. High school, business college. Entered automobile business with present company in 1943 as assistant to dir. of ad.

GALL, CLARENCE R., with Hudson Motors of Canada, Ltd., Tilbury, as vice-pres. Born in Toronto. Toronto Coll. Entered automobile business in 1928 at Calgary, Alta., Canada, with Hudson Motor Car Co., Detroit, as regional mgr.

FRITZ, HOWARD E., with The B. F. Goodrich Co. as vice-pres., research, since 1946. Born New Portage, O. (now Barberton), Dec. 28, 1888. Ohio State U., B. in Chem. Engrg., M. in Chem. Engrg., Prof. in Chem. Engrg., Ph.D. in Chem Engrg. Entered automobile business in 1925 at Akron with The B. F. Goodrich Co. as salesman to chemical industries.

FRUEHAUF, HARRY R., with Fruehauf Trailer Co. as vice-pres. since 1928. Born and educated in Michigan. Entered trailer business with present company in 1914, and worked with father in blacksmith shop from 1910 until forming of trailer company.

FRUEHAUF, ROY, with Fruehauf Trailer Co. as pres. since 1949. Born Detroit, Mich., Oct. 1, 1908. Principia. Entered automobile business in 1928 at Detroit with Fruehauf Trailer Co. as factory worker.

FUSON, SAMUEL, D., with Kudner Agency, Inc., as vice-pres. since 1945. Born in Seymour, Mo. Drury College. Entered automobile business in 1930 at New York with Erwin, Wasey & Co. as dir. of pub. rel.

GALLMEYER, ERNEST J., with Wayne Pump Co. Vice-pres. and dir. of sales 1934 to 1948. Presently vice-pres. and member of bd. of dir. Born Ft. Wayne, Ind., 1890. Grade school. Entered automobile business in 1908 at Ft. Wayne, Ind.

GAMBLE, DAVID E., with Borg-Warner Corp. as pres. Borg & Beck Div. Born Moline, Ill., 1887. High school. Entered automobile business in 1908 with Midland Motor Co. as asst. supt. and chief engr.

GARRETT, PAUL, with G. M. Corp. as vice-pres. since 1940, dir. pub. rel. since 1931. Born in Lincoln, Kan., 1891. Whitman College, B.S.; Columbia Univ., A.M. Phi Beta Kappa, Phi Delta Theta. Entered automobile business in 1931 with G. M. as dir. pub. rel.

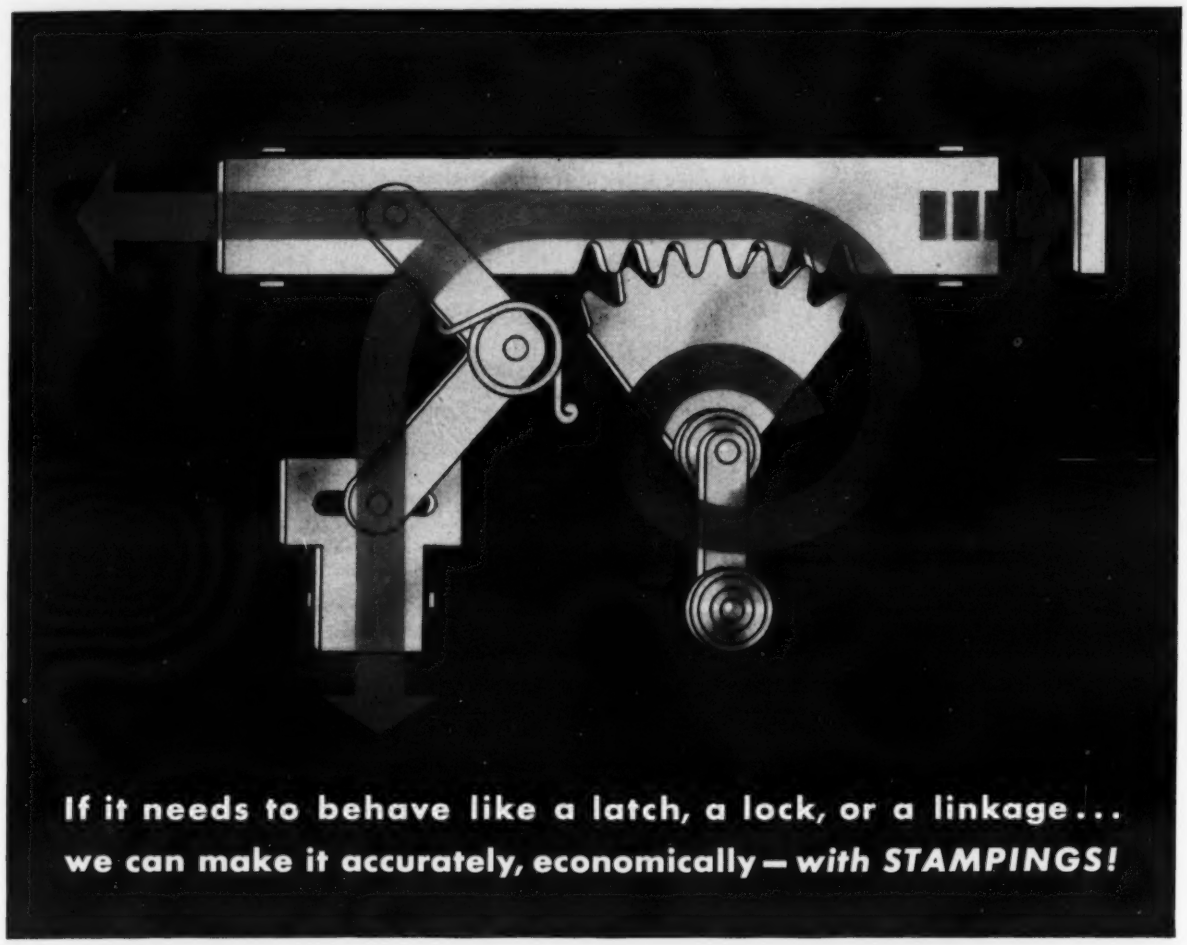
GASKIN, DENIS C., with Studebaker Corp. of Canada as vice-pres. and gen. mgr. since 1931. Born Montreal, Que., Feb. 5, 1898. High school. Entered automobile business in 1920 at Montreal with Ledoux-Jennings Ltd. (Reo), as clerk.

GAUGHEN, FRANK X., with Capper Publications, Inc., as western mgr. since 1922. Born Pittsburgh, March 4, 1891. Entered automobile business in 1919 at Toledo with Willys Corp. - Electric Auto-Lite Div., as adv. mgr.

GEARING, MILTON L., with New Departure Div., GMC, Bristol, Conn., as gen. mgr. since 1947. Born Bristol, Conn., April 26, 1901. Rensselaer Polytechnic Inst. Entered automobile business in 1923 at Meriden, Conn., with New Departure Div. as factory worker.

GELZER, JENNINGS A., with Wagner Electric Corp. as sales mgr. since 1923. Born Charleston, S. C., 1886. Clemson A. & M., B.S. degree. Entered automobile business in 1913 at St. Louis with Wagner Electric Corp. as sales engr.

GEORGI Jr., CARL, with D. P. Brother & Co., Inc., as vice-pres., dir. media since 1934. Born Detroit. Univ. Detroit. Entered automobile business in 1919 at Detroit with Maxwell Motor Car Co. in adv. dept.



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AUTOMOTIVE NEWS FAMILY ALBUM

GERARD, JACK H., with Automotive News as special circulation representative since 1925. Born Cleveland, O., 1887. Entered automobile business in 1902 at Cleveland, O., with Ralph & Ray Owens, Oldsmobile, as parts stockroom and grease boy.

GOLDSTEIN, JAKE, with Slocum Publishing Co. as western advertising mgr. since 1942. Born in Chicago, Aug. 30, 1895.

GORDON, JOHN F., with General Motors as vice-pres. and dir. and group executive in chge. of body and assembly plants since January, 1951. Born Akron, O., May 15, 1900. Annapolis Naval Acad., Univ. of Mich., M.S. deg. in engrg. Entered automobile business in 1923 at Detroit with Cadillac Motor Car Div. as laboratory technician.

GORDON, ROBERT J., with Automotive News as assoc. editor since 1948. Born in Detroit Dec. 16, 1920. Wayne Univ., Long Beach City College. Entered automobile business in 1948 at Detroit with Automotive News as staff writer.

GOUGEON, KARL N., with Chrysler Motors Parts Corp. as adv. mgr. since 1946. Born Saginaw, Mich., Feb. 5, 1894. Toledo Univ. Entered automobile business in 1914 at Toledo, O., with Willys-Overland as office boy for J. N. Willys.

GETLER, CHARLES., with Houdaille-Hershey Corp. as pres. since 1937. Born in Buffalo, N. Y., July 5, 1882. High school. Entered automobile business in 1914 at Cleveland, O., with Perfection Spring Co. as cost supervisor.

GOODMAN, JAMES E., with B-O-P Assembly Div., GM Corp., as gen. mgr. since Jan. 1, 1948. Born in Union City, Ind., Dec. 11, 1904. Univ. of Ill. Entered automobile business in 1925 at Norwood, O., with Fisher Body Div. as metal finisher.

GORDON, MAYNARD M. (Mac), with Automotive News as associate editor since 1948. Born in Detroit, Sept. 5, 1927. Wayne Univ. Entered automobile business in 1944 at Detroit with Automotive News as reporter.

GOSSETT, WILLIAM T., Ford Motor Company as vice-pres. and general counsel since March, 1947. Born in Gainesville, Tex., Sept. 7, 1904. Univ. of Utah, A. B., Columbia Univ., LL.B., Coe Col. LL.D.

GOULD HERBERT M., With Motors Holding Div. of General Motors Corp. as general Mgr. since 1949. Born in Philadelphia, Pa., Oct. 20, 1902. Wesleyan, Washington and Lee and Cornell. Joined GMAC in Nov., 1926.

GEYER, BERTRAM B., with Geyer, Newell & Ganger, Inc. (adv. agcy.), as pres. and chmn. of bd. since 1912. Born Dayton, O., March 16, 1891. Steel H. S.

GILBERT, HENRY H., with Ford Motor, Lincoln-Mercury Div., as passenger car engr. since 1946. Born in Bridgeport, Ind., Feb. 12, 1891. Purdue Univ., B.S., M.E. degrees. Entered automobile business in 1915 at Detroit with Cadillac Motor Car Co. as experimental engr.

GIRARD, STEVE, with Kaiser-Frazer since 1946 as assistant works mgr., becoming general sales manager in January, 1950, and assistant gen. mgr. in January, 1951. Born in Hoquiam, Wash., Sept. 18, 1913. Girard attended the Univ. of Wash

GLOSTER, ROBERT F., with Studebaker as asst. sales mgr. since 1937. Born in Chicopee Falls, Mass., May 29, 1898. Holy Cross. Entered automobile business in 1919 at Springfield, Mass., with Willys-Overland as retail salesman.

GOAD LOUIS, C., with GM Corp. since 1923, as executive vice-pres. since 1950 and director since 1946. Born Petersburg, Ind., Feb. 9, 1901. Univ. of Illinois, B. S. in mech. engrg. Entered automobile business in 1923 at Anderson, Ind., with Delco-Remy Co. as engr.

GOEHRIG, HAL, with Blackhawk Mfg. Co. as vice-pres. sales since 1942. Born Milwaukee, 1908. Univ. of Wisconsin, B.A. degree. Entered automobile business in 1930 at Milwaukee with present company in factory.

GOLDMAN, MARTIN E., with Aitkin-Kynett Co. as partner since 1930. Born Baltimore, Md. Entered automobile business in 1914 at Baltimore with U.S. L. Battery Distributor as salesman.

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AUTOMOTIVE NEWS FAMILY ALBUM

GRACE, EDWARD R. vice-pres., Grant Adv., Inc. In advertising agency business since 1921, formerly publisher. Born Detroit, 1892. Studied Detroit Institute of Technology. Entered automobile business in 1908 with Grabowsky Truck.

GRANT JR., RICHARD H., with The Reynolds & Reynolds Co. as pres. since 1940. Born Dayton, O., Jan. 18, 1913. Milford Prep. Sch., Detroit Business Univ. Entered automobile business in 1936 at Centerville, O., as Chevrolet dealer.

GRAY SAMUEL W., with Marvel-Schebler Products Div., Borg-Warner Corp., as pres. since 1939. Born Rushville, Ind., Aug. 26, 1886. High school. Entered automobile business in 1908 at Kokomo, Ind., with Haines Automobile Co. as draftsman.

GRESHAM, NOAH O., with White Motor Co. as sales mgr. Wholesale Div. since 1949. Born in Herrin, Ill., he attended St. Louis U. Entered automobile business in 1929 as district mgr. Firestone Tire & Rubber Co.

GRIFFIN, HAROLD F., with Griffin Lamp Co. as pres. since organization of company in 1946. Born in Cincinnati June 10, 1898. Univ. of Cincinnati. Entered automobile business in 1917 in Detroit at Cadillac Motor Car Co.

GRAHAM, THORNTON G., with the B. F. Goodrich Co. as vice-pres. since 1928. Born Lee, Mass., Jan. 30, 1889. Princeton Univ., B.E. Entered automobile business in 1914 at Akron, O., with Goodyear Tire and Rubber Co.

GRAVES, W. H., with Packard Motor Car Co. as vice-president of engineering since Apr., 1949. Executive engineer 1945-49. Born in Leslie, Mich., on Apr. 30, 1898. B.S. in engineering, Univ. of Michigan, 1919. Entered automobile business in 1919 with Packard engineering department.

GREINER, KARL M., with Packard Motor Car Co. as gen. sales mgr. since 1947; vice pres. since Apr., 1948. Born Zanesville, O., Feb. 24, 1903. High school. Entered automobile business in 1919 in Zanesville with Swingle Motor Co. as mechanic.

GRIDLEY, GLENN C., with Mechanics Universal Joint Div., Borg-Warner Corp. as pres. and gen. mgr. since 1942. Born Rockton, Ill., 1890. Beloit Coll. Academy. U. of W. Entered automobile business 1917 at Rockford, Ill., with Mechanics Machine Co. as head of planning dept.

GRIFFIN, ROBERT E., executive asst. to Oldsmobile's general mgr. With General Motors continuously since 1916. Born at Gaines, Mich., June 12, 1896.

GRUMBACHE, EDWARD S., with Midwest Body and Mfg. Div. as gen. mgr. since 1942. Born July 5, 1901. U.M.G.M.I.T. Entered automobile business in 1919 at Flint, Mich., with Buick Div. as payroll clerk.

GUNDAKER JR., GUY, with The B. F. Goodrich Co. as field sales mgr. since 1944. Born Philadelphia, Pa., Nov. 5, 1900. Cornell Univ. Entered automobile business in 1924 at Philadelphia with The B. F. Goodrich Co. in Phila. sales dept.

GUSTINE, A. NEIL, King-Seeley Corp., pres. since 1947. Born in Keeler, Mich., Feb. 12, 1900. Univ. of Michigan, B.S. degree. Entered automobile business in 1924 at Ann Arbor, Mich., with King-Seeley Corp. as draftsman.

HADLEY, C. A. J., with Hudson as sales mgr. since 1949. Born Indianapolis, Ind., Apr. 13, 1899. Graduated Indiana Univ. 1922. Entered automobile business in 1923 as Chevrolet dealer, Jasonville, Ind. Joined Hudson 1935.

HALEY, GERARD M., with Chevrolet Div. of General Motors Corp. as director of purchases since 1949. Born in Detroit. Entered automobile business as Ford Motor Co. clerk in 1928.

HALL, T. FAXON, with Walker Mfg. Co. of Wis. as vice-pres. Born Negaunee, Mich., May 2, 1901. Univ. of Wis., B.A. Entered automobile business in 1930 in Milwaukee, Wis., with Shaler Co. as sales promotion mgr.

HALLER, FRED L. Past pres. National Automobile Dealers Assn. Born in Washington, D. C., Sept. 22, 1895. Entered automobile business in 1919 in District of Columbia as dealer.

trimmed 440 lbs. off this axle unit

What's a few hundred pounds extra payload capacity worth to a fleet owner? Plenty . . . over the life of a truck! That's why Timken-Detroit engineers decided to develop an aluminum rear axle.

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AUTOMOTIVE NEWS FAMILY ALBUM

HALLETT, JOHN L., with Kaiser-Frazer Corp. as vice-pres. and gen. mgr. since 1949. Born in Seattle, Wash., Dec. 5, 1903. Univ. of Washington, B.S.M.E. Entered automobile business in 1946 in Long Beach, Cal., with Kaiser-Frazer Corp. as plant mgr.

HARRIG, ERNEST L., with Chevrolet Motor Div. of GM Corp. as gen. serv. mgr. since 1947. Born Hannibal Mo., May 12, 1895. Entered automobile business in 1908 in Omaha, Neb., with Franklin-Peerless as mechanic.

HARTIGAN, JOSEPH J., with Campbell Ewald Co. since 1925. Senior vice-pres. and dir. Born in Chicago, Apr. 27, 1899. Mark Sheridan-St. James. Entered automobile business in 1916 at Chicago with Critchfield & Co

HASSEL, CARL E., with Ross Roy, Inc., as dir. of media since 1939. Born Menominee, Mich. July 19, 1903. Univ. of Michigan. Entered automobile business in 1926 in Detroit with Campbell-Ewald Co. as research assistant.

HATCH, JR., CLARENCE, with D. P. Brother & Co., Inc., since 1935. Has served as exec. vice-pres. since 1948. Born Savannah, Ga. Univ. of Michigan, A.B. Entered automobile business in 1922 in Detroit with Chrysler Corp.

HAMLIN, J. R., ARO Mfg. Co., as vice-pres. and gen. mgr. since 1945. Born Wenham, Mass., in 1892. Entered automobile business in 1916 at Boston with Connell-McKone Co., as salesman.

HARRINGTON, RALPH H., adv. mgr. General Tire & Rubber Co., all products, all divisions, since 1936.

HARVEY, HARRY A., with Auto-Lite Battery Corp. as vice-pres. since 1938. Born Bradford, Pa., Nov. 4, 1888. Univ. of Michigan, B.S. in M.E. degree. Entered automobile business in 1912 at Niagara Falls with predecessor of present company as asst. to starter engr.

HASSELMAN, FRANK J., with St. Paul Div., Gar Wood Ind., Inc., as div. mgr. since May, 1949; formerly div. sales mgr. from 1946. Born St. Paul, Minn., May 23, 1915. Univ. of Minn. Extension. Entered automobile business in 1934 in St. Paul with St. Paul Hydraulic Hoist Co. as stock handler.

HAWKES, HOWARD N., with U. S. Rubber Co. as asst. gen. mgr., tire div., since 1942. Born Brooklyn, N. Y., June 17, 1894. Pratt Inst. Entered automobile business in 1912 at New York with U. S. Rubber Co. as clerk.

HAMMEL, G. E., with Studebaker as general sales mgr. of national accounts div. since 1949. Born Chicago, Ill., Aug. 14, 1895. Entered automobile business as manufacturer of trucks and passenger car bodies.

HAMMOND, DEAN B., with Kaiser-Frazer Corp. as chief engr. since 1947. Vice-pres. 1951. Born in Saline, Mich., Dec. 24, 1908. U. of Michigan, B. S. Aero. Entered automobile business 1946 in Oakland, Cal., with Henry J. Kaiser Co. as dev. engr.

HAMMOND, GEORGE H., with Federal Motor Truck Co. as pres. and gen. mgr. since 1948. Born in Michigan, Oct. 12, 1913. Canterbury Sch., New Milford, Conn.; Princeton Univ., B.S. in M.E. Entered automobile business in 1935 in Detroit with Federal Motor Truck Co. as laborer.

HANCOCK, ROBERT W., with Hancock Mfg. Co. as pres. and gen. mgr. since 1948. Born in Chicago, Jan. 1, 1905. Mass Inst. of Tech. Entered automobile business in 1927 at Jackson, Mich., with Hancock Mfg. Co. as prod. clerk.

HANCOCK, WILLIAM G., with McCord Corp. as vice-pres. 1944, director in 1947 and pres. since June, 1948. Born Detroit Dec. 22, 1894. Entered automobile business in 1919 in Detroit with McCord Corp. as office mgr.

HARDER, DEL S., with Ford Motor Co. as vice-pres. mfg. since 1946. Born in Delhi, N. Y., March 19, 1892. Mechanical Engrg. Correspondence School. Entered automobile business in 1912 at New York with Chevrolet.

HARDING, SAM V., with Bendix Prod. Div. of Bendix Aviation Corp. as adv. mgr. since 1937. Born Indianapolis June 21, 1900. Entered automobile business in 1922 in Indianapolis with Marmon Motor Car Co. as sales and sales prom. mgr.

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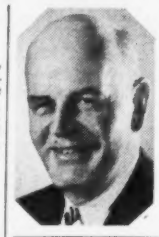
AUTOMOTIVE NEWS FAMILY ALBUM

HAWLEY, FRANK M., with Morse Chain Co. as pres. and gen. mgr. since 1946. Born Sullivan, O., May 27, 1888. Ohio Wesleyan U., Case Sch. Applied Science, in Cleveland. Entered automobile business in 1911 in Elyria, O., with Garford Co. as draftsman.

HEIL, JOSEPH F., with Heil Co. as pres. since 1946. Born in Wisconsin in 1902. Northwestern Univ. Entered automobile business in 1923 with Heil Co. Advanced to vice-pres. in 1931 and later to exec. vice-pres. Also dir. of First Wisconsin National Bank, Milwaukee.

HENRY, WYMAN L., with White Motor Co. as div. sales mgr. since 1950. Born Fayette, Ala., 1906. B.S. Oklahoma Univ. Entered automobile business in 1950 with present company.



HERRESHOFF, A. GRISWOLD, with Chrysler Corp. since 1927 as chief engr., development design. Born Bristol, R. I., April 16, 1889. M. I. T. Entered automobile business in 1914 at New York with Mack Truck as engr.

HOBAN, JOSEPH A., with B. F. Goodrich Co. as gen. mgr., tire merchandising, since 1943. Born Cincinnati May 10, 1897. Univ. of Cincinnati; LL.B. Entered automobile business in 1919 in Akron with B. F. Goodrich Co. as salesman.

HEBERLING, HAL. B., with Plymouth division of Chrysler Corp. as asst. gen. sales mgr. since 1944. Born Jackson, Mich., Aug. 27, 1896. Entered automobile business in 1913 in Detroit with Chalmers Motor Co. as time clerk.

HENDERSON, WILLIAM F. B., with E. W. Bliss Co. as exec. vice-pres. since 1948. Entered automobile business with Maxwell Motors.

HERMAN, FRANK P., with Purolator Products Co. as exec. vice-pres. since 1927. Born in Ashland, O., 1886. Ohio State. Entered automobile business in 1912 at Detroit with Studebaker Corp. as salesman.

HERRINGTON, ARTHUR W., with Marmon Herrington Co., Inc. as chmn. of bd. since 1941. Born Coddankam, Suffolk, Sng., March 30, 1891. Stevens Tech., M.E. degree Rose Poly, D.E. Entered automobile business in 1912 at Milwaukee with Harley Davidson Motorcycle Co. as engr.

HOELZLE, E. C., with Packard Motor Car Co. as vice-pres., secy. and comptr. since December, 1949. App. compt. 1929; vice-pres. since 1945. Joined Packard 1913 as accountant. Born March 22, 1892, in Lansing, Mich. Bus. school. Entered automobile business in 1910 with Olds Motor Co., Lansing.

HICKS, GLENN H., with Acme Quality Paints, Inc., technical dir., since 1940. Born Garnett, Kan., May 5, 1903. Univ. of Kan., A.B. Entered automobile business in 1923 in Kansas City, Mo., with Cook Paint & Varnish Co., as chemist.

HOFFMAN, PAUL G., pres. Ford Foundation since Jan., 1951. Former pres. Studebaker Corp., former Adm. of Economic Cooperation Administration. Born Chicago April 26, 1891. Univ. of Chicago. Entered automobile business in 1910 at Chicago with Halladay Motor Co. as porter.

HIGGINS, CLIFFORD B., with H & H Tube & Mfg. Co. as pres. since 1930. Born Portland, Me., May 15, 1889. Thornton Acad., Detroit Inst. of Technology. Entered automobile business in 1917 at Detroit with Wolverine Tube Co. as vice-pres., mfg.

HOGBEN, WILLIAM H., with Ditzler Color Co. as sales mgr. since 1929. Born Lyminge, Eng., 1889. Abbotsford Coll. of Eng. Entered automobile business in 1922 with Pittsburgh Plate Glass Co. as salesman.

HIGGINS, CLIFFORD H., with H & H Tube & Mfg. Co. as exec. vice-pres. since 1948. Born Portland, Me., Nov. 22, 1914. Mich. State Col. Entered automobile business in 1935 at Detroit with H & H Tube & Mfg. Co. as draftsman.

HOHN, CHARLES O., with Lyon, Inc., as gen. sales mgr. since 1932. Born Port Deposit, Md., Sept. 14, 1899. Tome School and Johns Hopkins Univ. Entered automobile business in 1920 in Baltimore, Md., with American Hammered Piston Ring Co. as district mgr.

HILL, EDWARD B., with Gar Wood Industries, Inc., as vice-pres. and gen. sales mgr. since 1949. Born St. Paul, Minn., April 19, 1905. Entered automobile business in 1926 with Wood Hydraulic Hoist & Body Co.

HOLADAY, ORVILLE C., with Ramsey Corp., St. Louis, Mo., as vice-pres., gen. sales mgr. since 1940. Born Xenia, Ill., 1895. Entered automobile business in 1917 in Alma, Mich., with Republic Motor Truck Co. as accountant.

HINES, JACK C., with AC Spark Plug division of General Motors Corporation, Flint, Mich., as gen. sales mgr. since 1948. Born Carnegie, Pa., Aug. 13, 1894. Entered automobile business in 1912 in Boston, Mass., with Buick Motor Car Co. as clerk.

HOLDEN, PARKER, with Holden, Clifford, Flint, Inc., as pres. since 1926. Born Detroit, Mich., Feb., 1897. Trinity Coll., A.B. Entered advertising business in 1919 in Detroit with Seelye & Brown Adv. Agency as acct. exec.

HITCHCOCK, HUGH W., with Packard Motor Car Co. as dir. of adv. and pub. rel. since 1945. Born Detroit June 5, 1899. U. S. Military Academy and U. of Michigan; A.B. Entered automobile business in 1922 in Detroit with Packard Motor Car Co. as adv. dept. clerk.

HOLLEY, EARL, with Holley Carburetor Co. as pres. and treas. since 1917. Born Port Jervis, N. Y. Bradford Pa., High Sch. Entered automobile business in 1901 in Bradford, Pa., with Holley Motor Co.

HITER, FRANK A., with Stewart - Warner Corp., senior vice-pres. since 1943. Born Owensboro, Ky., 1892. Entered automobile business in 1914 at Louisville, Ky., with American Automobile Co. as distributor.

HOLLEY, GEORGE M., with Holley Carburetor Co. as chmn. of the board since 1917. Born Port Jervis, N. Y., April 11, 1878. Stevens School. Entered automobile business in 1897 in Bradford, Pa., with Holley Brothers Co.

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Design and other advantages inherent in the use of electric resistance welded steel tubing resulted in its adaptation to hundreds of widely different weapons and materials for the armed forces during World War II.

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AUTOMOTIVE NEWS FAMILY ALBUM

HOLLINGSHEAD, RICHARD M., with R. M. Hollingshead Corp. as chmn. of board. Born Riverton, N. J., Feb. 25, 1900. Manlius. Entered automobile business in 1918 with R. M. Hollingshead Corp.

HUDSON, R. G., with Studebaker Corp. as manager of truck division since 1936. Born in Schoolcraft, Mich. Aug. 14, 1897. Kalamazoo Coll., B.A. Entered automobile business in 1920 with Reo Motor Co. purchasing dept.

HUFFINES, JR., ROBERT L., with Burlington Mills Corp. of New York, pres. since 1947. Born Rocky Mountain, N. C., Apr. 19, 1905. Univ. of N. C. 1923-24, Philadelphia Textile School 1925-26, B.S. degree. Entered textile business in 1926.

HUGHSON, WILLIAM L., with Wm. L. Hughson Co. as pres. since 1903. Born Buffalo, N. Y., Nov. 13, 1868. Business college. Entered automobile business in 1903 at San Francisco.

HUNDERUP LEO F., with Van Norman Co. since 1928, first vice-pres. since 1947. Born Corwith, Iowa, July 3, 1897. Univ. of Pennsylvania. Entered automobile business in 1912 at Ft. Dodge, Ia., with Snow Motor Co. as grease boy.

HOLMES, FOSTER, with Lincoln Engineering Co. as first vice-pres. and treas. since 1937. Born Minneapolis, Minn., June 25 1890. Phillips Exeter Acad., Sheffield Scientific School of Yale Univ., B.S. degree. Entered the lubricating equipment business in 1931 at St. Louis with Lincoln Engineering Co. as sales mgr.

HUEBNER, GEORGE J. with Chrysler Corp. as chief engr. of research since 1946. Born Detroit, Mich., Sept. 8, 1910. Univ. of Michigan. Entered automobile business in Detroit with Ford Motor Co. in 1928 as student engr.

HUFSTADER, WILLIAM F., vice-pres. of General Motors Corp. in chge. of distribution since Nov. 1, 1948. Born Jersey City, N. J., June 25, 1895. Denison Coll. Entered automobile business in 1915 at Buffalo with Pierce-Arrow Motor Car Co. as student engineer.

HUMPHREYS, HARRY E., JR., with U. S. Rubber Co. as pres. since Jan. 1, 1949. Born Philadelphia, Oct. 24, 1900. Wharton School of Finance. Entered automobile business in 1938 in New York with U. S. Rubber Co. as vice-pres. and director.

HUNT, ROY A., with Aluminum Company of America as president since 1928. Born in Nashua, N. H., Aug. 8, 1881. Yale, 1903; A.B.

HOOPER, GEORGE P., with Hancock Mfg. Co. as vice-pres. Born London, Canada, 1893. High school, bus. coll. Entered automobile business in 1920 at Windsor, Ont., with GM Corp. as foreman.

HOOVER, ERIC R., with Oldberg Mfg. Co. as pres. since 1940. Born Hamilton, Ontario, Canada, Feb. 28, 1893. business college. Entered automobile business in 1915 at Lansing, Mich., with Olds Motor Works as stenographer.

HOPE, IVOR H., with Hope Metal Products, Inc., as pres. since 1939. Born London, England, in 1896. Oxford Univ., England, B.A., M.A. Entered automobile business in 1920 with Chandler Motor Car Co. as P. A.

HOPKINS, BEN F., with Cleveland Graphite Bronze Co. as chmn. of the bd. since April, 1948. Born Cleveland, O., June 13, 1876. Central H.S., Western Reserve Acad., Adelbert Coll. of Western Reserve Univ. Entered automobile business in 1919 at Cleveland with Cleveland Graphite Bronze Co. (founded company) as pres.

HORNE, ALBERT E., with Dodge Div., Chrysler Corp., as adv. mgr. since 1946. Born in Detroit. Univ. of Michigan, B.A. Entered automobile business with Dodge Bros. in 1924 in Detroit.

HORNER, STANLEY H., past pres. National Automobile Dealers Assn., pres. Stanley H. Horner, Inc. since 1917. Born Berkeley Springs, W. Va., Sept. 3, 1888. Entered automobile business in 1904 at Washington, D. C. with R. C. Wilson Co. as salesman.

HOUGH, JOHN K., with Goodyear Tire & Rubber Co. as dir. of adv. since 1937. Born Erie, Pa., March 12, 1891. Amherst, B.A. degree. Entered automobile business in 1914 at Akron with Goodyear in dealer sales dept.

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The Sure Way to Boost Your Service Profits!

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AUTOMOTIVE NEWS FAMILY ALBUM

HUSE, JOHN O., with Chrysler Motor Parts Corp. as vice-pres. and sales mgr. since 1948. Born Winchester, Mass., June 23, 1898. Montclair, N. J.; U. S. Naval Acad., Columbia Univ., M.S.; Technische Hochschule (Charlottenburg, Germany). Entered automobile business in 1947 in Detroit with Chrysler Corp. on gen. mgr.'s staff.

HUTCHINS, D. JOSEPH, with Firestone Tire & Rubber Co. as mgr., mfgrs. sales, Detroit, since 1939. Entered automobile business in 1913 at Detroit with Ford Motor Co as prod. clerk.

HUTCHINSON, EDWIN T. H., with Sparks Withington Co., Automotive div., since 1921. At present Eastern div. sales mgr., Sparton Automotive, Allentown, Pa. Born Feb. 18, 1888. High school. Entered automobile business in 1911 at Bethlehem, Pa., with Bethlehem Spark Plug Co. as salesman.

IHDE, AUGUST F., with Fedders-Quigan Corp. as vice-pres. Born Buffalo, N. Y., 1887. Univ. of Buffalo. Entered automobile business in 1907 with E. R. Thomas Co. at Buffalo and joined Fedders-Quigan Corp. in 1920 as chief engr.

IRELAN, FRANK H., with Delco Prod. Div. of GM Corp. as gen. mgr. since 1940. Born near Hollansburg, O., Jan. 3, 1893. Indiana Business School. Entered automobile business in 1916 at Dayton, O., with Dayton Eng. Lab. Co. as factory employe.

HUSTED, ELBERT E., with Titeflex, Inc., as pres. since 1924. Born Kansas City, Kans., June 8, 1892. Colorado Agr. Coll. Entered automobile business in 1924 in Newark, N. J. with Titeflex, Inc., as salesman.

HUTCHINSON, B. EDWIN, with Chrysler Corp. as vice-pres. and director since 1925 and chmn. fin. comm. since 1935. Born Chicago, Ill., Oct. 2, 1888. Massachusetts Inst. Tech. Entered automobile business in 1921 at Detroit with Maxwell Motor Corp. as vice-pres. and treas.

HUTCHINSON, RICHARD, A., with Studebaker Corp. Export Div. as gen. mgr. since 1944. Born Spokane, Wash., Sept. 19, 1897. Gonzaga Univ. Entered automobile business in 1917 at Portland, Ore., with Charles C. Fagan Co. as salesman.

INGERSOLL, ROY C., with Borg-Warner Corp. as pres. since 1950. Born Sandoval, Ill., Oct. 24, 1884. Knox Coll., Phi Gamma Delta. Entered automobile business in 1909 with Norwalk Steel & Iron Co. as manager.

IRWIN, DONALD E., with Lincoln-Mercury Div., Ford Motor Co., as industrial relations mgr. since 1946. Born in Utica, N. Y., July 22, 1913. Entered automobile business in Dec., 1945, at Detroit with Ford Motor Co. as a supervisor in industrial relations.

IVEY, EDSON W., with Chevrolet Motor Div. as adm. asst. to gen. mgr. since 1946. Born Campbellford, Ontario, Can., 1893. Entered automobile business in 1909 at Flint, Mich., with Buick Motor Div. as clerk.

JACKSON, LEE R., with Firestone Tire & Rubber Co. as pres. since Jan., 1948. Born Akron, April 28. Univ. of Akron. Entered tire business in 1912 at Akron with Firestone Tire & Rubber Co. as salesman.

JACOBSON, CHARLES L., with Chrysler Motors Parts Corp. as pres. since July, 1949, after being in charge of Chrysler Corp. subsidiary operations for 4 yrs. Born Paw Paw, Ill., May 29, 1896. Kalamazoo Coll. Entered automobile business in 1914 at Detroit with Ford Motor Co., adv. dept.

JAHANT, CHARLES J., with General Tire & Rubber Co. as vice-pres. siince 1922. Born Akron, O., June 19, 1885. Buchtel Coll., B. S. degree. Entered automobile business in 1909 at Akron with Firestone Tire & Rubber Co. as div. supt.

JAMES, WILLIAM S., with Fram Corp. as vice-pres. in charge engrg. and research Since 1948. Born Asbury Park, N. J., 1892. George Washington Univ., B.S. in mech. eng. Entered automobile business in 1917 with U. S. Bureau of standards as technologist.

JOHN, W. A. P., co-founder and chmn. of board of MacManus, John & Adams, Inc. Born in New Albany, Ind., Jan. 31, 1895. Univ. of Michigan, A. B. degree. Entered automobile business in 1916 at Detroit with Dodge Bros., adv. dept., as copywriter.

JOHNS, J. MELVILLE, with Libbey Owens Ford Glass Co., Toledo, as gen. mgr., ind. sales dept. since 1943. Born Brooklyn, N. Y., Oct. 4 1901. Entered automobile business in 1922 at Charleston, W. Va., with L.O.F. window glass plant.

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AUTOMOTIVE NEWS FAMILY ALBUM

JOHNSON, ABEN E., with Hastings Mfg. Co., Hastings, Mich. as president since 1939. Born Oakland, Neb., Burt Co., Sept. 5, 1884. Nebraska Business School. Entered automobile business in 1916 at Hastings with Hastings Mfg. Co. as gen. mgr.

JOHNSON Jr., STEPHEN, with Bendix Westinghouse Automotive Air Brake Co. as chief engr. since 1947. Born Newport News, Va., Feb. 5, 1900. Univ. of Michigan. B.S. degree. Entered automotive business in 1923 at Pittsburgh with Westinghouse Air Brake Co. as mechanical expert.

JONES, G. RAY, with General Motors Corp. since 1926. Joined Oldsmobile 1933. Named gen. sales mgr. for Oldsmobile July, 1949. Born in Georgetown, Tex., March 4, 1895. Univ. of Michigan.

JUDSON, FRANK W., with Pittsburgh Plate Glass Co. as vice-pres. Born at Farmington, Minn., Oct. 3, 1879. High school. With above company since leaving high school.

KAISER, HENRY, J., with Kaiser - Frazer Corp. as chmn. of bd. Born Sprout Brook, N. Y., May 9, 1882. Entered automobile business in 1945 at Willow Run, Mich., with Joseph W. Frazer as partner.

JOHNSON, CARL W., Cleveland Graphite Bronze Co., senior vice-pres. since 1946. Born Red Wing, Minn., 1886. business coll. Entered automobile business in 1916 at Cleveland with Cleveland Graphite Bronze Co. as mechanic.

JONES, EDWIN OLNEY, with Federal-Mogul Corp. as vice-pres. and secy., bd. of dir., dir. of sales, Original Equip. Div. Born Philadelphia, Pa., Sept. 12, 1894. Univ. of Pa., B.S. in M.E. Entered automobile business in 1919 at Detroit with Federal Bearing and Bushing Corp. as engr.

JUBE, ALBERT R., with Collins & Aikman Corp., pres. since 1949. Born New York City July 26, 1888. Amherst, B.S. Entered automobile business in 1923 at New York City with Collins & Aikman Corp. as counsel.

KAISER, EDGAR F., with Kaiser-Frazer Corp. as pres. since 1945. Born Spokane, Wash., July 29, 1908. Univ. of California. Entered automobile business in 1945 at Willow Run, Mich., with Henry J. Kaiser, as pres.

KALB, LEWIS P., with Continental Motors Corp. since 1921, dir. since 1939. Born Bellefontaine, O., June 24, 1888. Cornell, M.E. degree. Entered automobile business in 1911 at Elyria, O., with Garford as draftsman.

JOHNSON, COURTNEY, Studebaker Corp. executive since 1939 and asst. to pres. since 1947. Born in Chicago, March 6, 1891. Lawrenceville, Princeton, C.E. degree. Entered automobile business in 1915 at Flint, Mich., with Dort Motor Car Co. as pur. agent.

JOHNSON, JOHN E., with GMC Truck & Coach Div. (Gen. Motors Corp.), gen. sales mgr. truck div. Born in Marquette, Mich., Oct. 18, 1892. Northern Michigan State Normal, Univ. of Minnesota, teacher's degree. Entered automobile business in 1921 at Janesville, Wis., with Samson Tractor Co.

JOHNSON, JOSEPH, with Snap On Tools Corp., Snap-on Tools of Canada, Ltd., as pres. since 1939. Born Milwaukee, 1894. Entered automobile business in 1918 at Milwaukee with American Grinder Mfg. Co. as mfg. exec.

JOHNSON, PAUL C., with Sealed Power Corp. Exec. vice-pres. since 1948. Born Muskegon, Mich., 1907. Entered automobile business in 1929 with Sealed Power Corp.

JOHNSON, PYKE, with Automotive Safety Foundation as pres. since 1942. Born Denver, Colo., June 27, 1888. Univ. of Denver. Entered automobile business in 1918 at Washington, D.C., with Auto Mfrs. Assn. as vice-pres. and Washington rep.

JOHNSON, RAY. P., adm. asst. to pres. of Borg - Warner. Born Muncie, Ind., July 31, 1907. Harvard. Entered automobile business in 1925 with Warner Gear, Div. Borg Warner.

JOHNSON, RICHARD G., Van Auken, Inc., sales mgr. since 1949. Born at Detroit, Feb. 2, 1918. Albion Coll., Detroit Coll. of Law. Entered automobile business in 1939 at Detroit with Plymouth Motor Corp. in sales promotion.

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In many ways, the Purolator* Micronic Oil Filter with the new DIRT-CHECK windows is the biggest, most important item featured in this book...

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AUTOMOTIVE NEWS FAMILY ALBUM

KALEY, HARRY W., with Ethyl Corp. as vice-pres. since 1945. Born Johnsonburgh, Pa., Penn State, B.S. in petro. engrg. degree. Delta Chi fraternity. Entered automobile business in 1927 in Pennsylvania with present company as field representative.

KEATING, THOS. H., with Chevrolet div. of Gen. Motors Corp. as gen. mgr. since 1949. Born Brooklyn, N. Y., 1894. Entered automobile business in 1917 at New York City with Chevrolet as clerk, distribution dept.

KEENER, J. WARD, with The B. F. Goodrich Co. as vice-pres. since 1946. Born Birmingham, Ala., Aug. 6, 1908. Birmingham Southern Coll., Univ. of Chicago, M. degree in bus. adm. Entered automobile business in 1937 at Akron with B. F. Goodrich Co.

KELLER, KAUFMAN T., with Chrysler Corp. as chmn. of bd. since Nov. 3, 1950, after serving as pres. for 15 years. Born Mount Joy, Pa., Nov. 27, 1885. High school and night school. Entered automobile business in 1906 at East Pittsburgh, Pa., with Westinghouse Machine Co. as apprentice.

KELLER, SAM T., with Yale & Towne Mfg. Co. and Aetna Ball & Roller Bearing Co. as mfg. rep. since 1937. Born Mount Joy, Pa., June 26, 1896. High school. Entered automobile business in 1920 at Detroit with Chevrolet Motor Co. as salesman.

KANZLER, ERNEST C., with Universal C.I.T. Credit Corp. as chmn. of board since May, 1944, pres., 1928-1944. Born in Saginaw, Mich., May 29, 1892. Univ. of Michigan, Harvard, A. B., LL.B. degrees. Entered automobile business in 1916 at Detroit with Henry Ford & Son as prod. mgr.

KEELING, HAL R., with Keeling & Co., Inc., as pres. and treas. (also vice-pres. and dir. of Casite Corp., Hastings, Mich.; also vice-pres. and dir., Hastings Mfg. Co., Hastings, Mich.) since 1937. Born Fountain County, Ind., 1892. Butler Univ. Entered automobile business in 1917 at Kokomo, Ind., with Haynes Automobile Co. as adv. mgr.

KEETON, WILLIAM F., with St. Paul Hydraulic Hoist as sales mgr. since Aug. 15, 1950. Born Detroit, Mich., Oct. 22, 1911. Entered truck equipment business with Gar Wood in 1936 as sales rep.

KELLER ROBERT T., with Chrysler Corp. as gen. mgr. Chrysler Delaware Tank Plant since Dec., 1950. Born in Detroit July 24, 1912. Entered automobile business in 1934 with Dodge Div., Chrysler Corp., in Detroit.

KELLER, WILLIAM A., with Lincoln - Mercury Div., Ford Motor Co., as national used car mgr. since Jan. 1, 1950. Born in Dayton, O., Aug. 30, 1908. Entered automobile business in 1931 at Dayton.

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JEWELS in their own right, the five cars whose emblems are pictured here enjoy a widespread popular favor.

But they have, beyond that, a distinction found in no other cars in the world.

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KELLEY, EDWARD H., with Chevrolet Div. of General Motors Corp. as chief engr. since 1949. Born in Lowell, Mass. Entered automobile industry as engr. for Studebaker Corp. in 1924.

KELLY, DANIEL H., with Electric Auto-Lite Co. as exec. vice-pres. since 1922. Born Crestline, O., Nov. 11, 1883. Univ. of Toledo, LL.B. degree. Entered automobile business in 1919 at Toledo with Willys Light Div. as asst. sales mgr.

KELLY Jr., WILLIAM T., with American Brake Shoe Co. as exec. vice-pres., American Brakeblok Div., since Sept., 1948. Born Mobile, Ala., June 5, 1907. Phillips Acad., Sheffield School, Yale Univ., B.S. elec. engr. business in 1929 at New York with American Brake Shoe Co. as buyer.

KEMMEL, WM. A., with Goodyear Tire & Rubber Co. as mgr. truck tire sales since April 1, 1944. Born in Akron, O., 1899. High school.

KENNEDY, JAMES G., with Redmond Co., Inc., Owosso, Mich., exec. vice-pres. since Feb., 1950. Born in Ontario, 1905. Special studies. Entered automobile business in 1923 at Oshawa, Ontario, with General Motors of Canada. In 1927 he joined Chrysler Corp. of Detroit as mgr. of distribution.

KENT, PHILLIP J., with Chrysler Corp. as chief elec. engr. since 1923. Born Great Bend, Kan., Nov. 29, 1890. Cornell Univ. Entered automobile business in 1916 at Detroit with Studebaker as electrical engr.

KETTERING, CHARLES F., with General Motors Corp. as a director and research consultant since 1947. Born Loudonville, O., 1876. Ohio State Univ. E.E. in M.E. Entered automobile business in 1907 at Dayton, O., with Delco as part owner.

AUTOMOTIVE NEWS FAMILY ALBUM

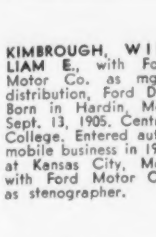
KIMBALL, BASIL B., with Pontiac Motor Div., GMC, as adv. mgr. since 1947. Born Pontiac, Mich., Jan. 3, 1897. U.S.M.A. Entered automobile business in 1917 at Pontiac with Oakland Motor Car Co. as timekeeper.

KNOWLSON, JAMES S., with Stewart-Warner Corp. as chmn. of bd. since 1934, as pres. since 1939. Born Chicago, June 29, 1883. Cornell, M.E. and E.E. degrees. Entered automobile business in 1934 at Chicago with Stewart-Warner as chmn. of board.

KREIS, H. GAIL, with AP Parts Corp. as sales mgr. since 1944. Born in Idaho on Apr. 14, 1900. Entered automobile business in 1918 at Los Angeles with Honeywell Garage, Inglewood, Calif. as a mechanic.

KRUSPAK, EDWARD J., with Automotive News since 1933; as adv. mgr. since 1942. Born New York. High school. Entered automobile business in 1923 at Chicago with Ford Car Trade Journal as adv. mgr.

KYES, ROGER M., with GMC Truck & Coach Div. of Gen. Motors Corp. as vice-pres. and gen. mgr. since 1950. Born East Palestine, O. Harvard Univ., 1928. Entered automobile business in 1930 at Towson, Md., with Black & Decker Mfg. Co. as asst. to vice-pres.



KIMBROUGH, WILLIAM E., with Ford Motor Co. as mgr., distribution, Ford Div. Born in Hardin, Mo., Sept. 13, 1905. Central College. Entered automobile business in 1928 at Kansas City, Mo., with Ford Motor Co. as stenographer.

KOCH, JOSEPH M., with Quaker State Oil Refining Corp. as vice-pres. and dir. Born in Sunbury, Pa., 1891. Carnegie Tech. Entered automobile business in 1914 at Pittsburgh with E. F. Houghton & Co. as special rep.

KREUSER, THEODORE A., with Bendix Products Div., Bendix Av. Corp., as service sales mgr. since 1943. Born Calmer, Ia., June 24, 1902. Univ. of Illinois, B.S. civil eng. Entered automobile business in 1933 at Chicago with Bendix Products Div. as branch sales mgr.

KUHN, TERRY W., with Bohn Aluminum & Brass Corp. as vice-pres. in chge. sales since 1949. Born Johnstown, Pa., June 20, 1900. Washington & Jefferson, B.S. degree. Entered automobile business in 1928 at Detroit with Bohn Aluminum & Brass Corp. as salesman.

KYNETT, HAROLD H., with Aitkin-Kynett Co. as senior partner since 1920. Born Philadelphia, Pa., Sept. 13, 1889. Philadelphia Central High, Univ. of Pa., B.S. in Ec. Entered automobile business in 1913 at Akron with B. F. Goodrich Co. in sales promotion.

KING, MAXWELL C., with Pacific Finance Corp. as pres. since 1942. Born in Greeley, Colo., July 22, 1899. Stanford Univ., A.B. degree; Harvard Bus. Sch. Entered automobile finance business in 1925 at Los Angeles with Pacific Finance Corp. as salesman.

KLAUS, CHARLES A., with Maremont Automotive Products, Inc., as dir. of sales since 1945. Born DePere, Wis., 1903. Marquette, M.E. degree. Entered automobile business in 1928 at Pontiac, Mich., with General Motors Truck as engr.

KLAUSMEYER, DAVID M., with Marmon-Herrington Co., Inc., as pres. since 1946. Born Norwood, O., Feb. 2, 1902. Entered automobile business in 1920 at Kalamazoo with Barley Motor Car Co. as body designer.

KLEIN, L. W., with Gabriel Co. as exec. vice-pres. Born Edinburg, Ind., Feb. 2, 1900. Manual Training H. S. Entered automobile business in 1917 at Indianapolis with Willard Storage Battery as dist. rep.

KLINGLER, HARRY J., with General Motors Corp. since 1924, vice-pres., director and group executive in charge of passenger car and truck div. since Jan. 1, 1951. Born St. Clair, Mich., July 5, 1889. Entered automobile business in 1924 with GM Chevrolet Div., after service with Delco Light Co., Dayton, O.

KLOTSCH, PAUL, with Crosley Motors as chief engr. since 1940. Born in Germany. Received engr. degree in 1924. Entered automobile business in Germany with Junkers Works as auto. engr. In U.S.A. since 1927.

KNIGHT, GEORGE C., with Geo. C. Knight Co., pres. since 1940. Born Lincoln, Neb., Aug. 29, 1892. Prep. school. Entered automobile business in 1930 at Detroit with Detroit Metal Specialty Co.

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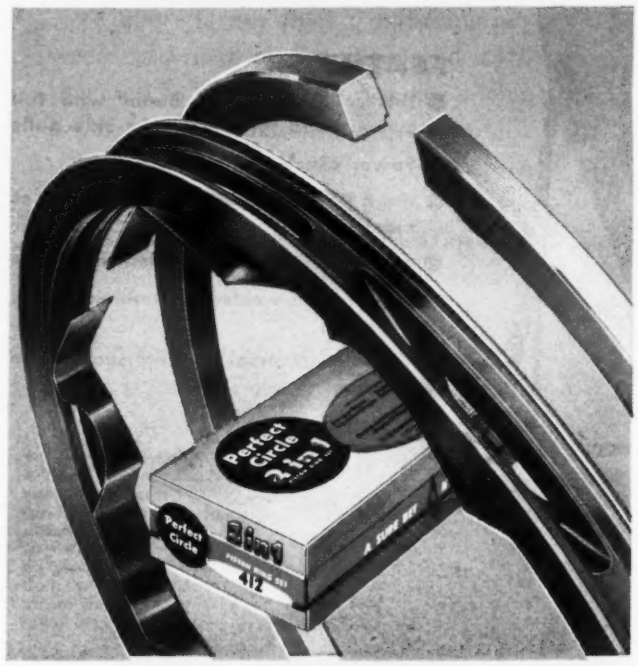

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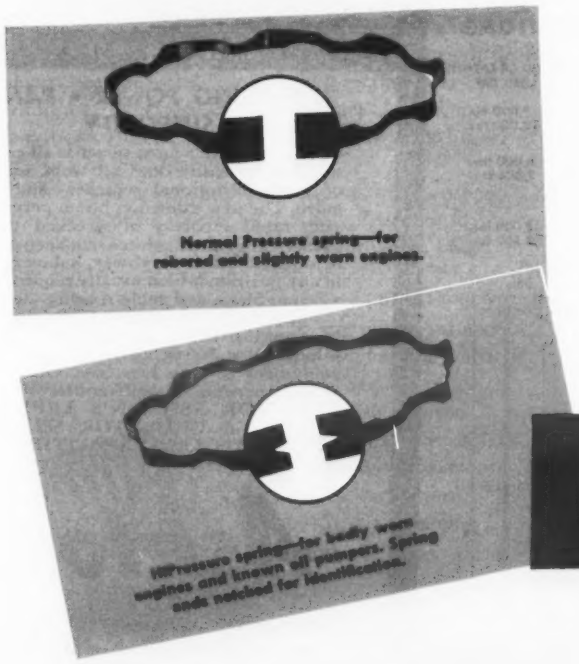

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AUTOMOTIVE NEWS FAMILY ALBUM

LAAS, A. G., with Studebaker Corp. as exec. engr. since 1947. Born in Buffalo, N. Y., 1901. Cornell Univ., M.E. degree. Entered automobile business in 1924 at Bridgeport, Conn., with Locomobile Co. as research asst.

LAMBORN, FREDERICK J., with Chrysler Corp., Dodge Div., as vice-pres. and gen. mgr. since 1943. Born Springfield, O., Oct. 29, 1888. Entered automobile business in 1911 at Detroit with Dodge Bros. as toolmaker.

LANG, HOWARD K., with Toledo Steel Products Co. as sales mgr. since 1946. Born Toledo July 9, 1901. Mt. Hermon Boy's School, Ohio State. Entered automobile business in 1923 at Minneapolis with Reinhard Bros. Co. as salesman.

LARKIN, STOREY M., with Caldwell, Larkin & Co., Inc., Indianapolis, as vice-pres. since 1945. Born in Franklin, Ind., Apr. 29, 1897. Butler College. Entered automobile adv. business in 1922 at Indianapolis with Sidener & Van Riper Adv. Co. as copywriter.

LaVIEZ, LEE R., with L. Sonneborn Sons, Inc., as sales mgr. since 1938. Born Towson, Md., Feb. 1899. Univ. of Maryland. Entered automobile lubricants field in 1920 at Baltimore with Pittsburgh Oil Refining Corp.

LAMB, ERNEST P., with Chrysler Corp. as chief truck engr. since 1942. Born Middletown, O., Aug. 19, 1902. Detroit Institute of Technology. Entered automobile business in 1917 at Detroit with Packard Motor Co. as a draftsman.

LANE, PAUL S., with Muskegon Piston Ring Co. as dir. of research since 1940. Born Baltimore, Md., 1903. Johns Hopkins Univ., Baltimore Polytech. Entered automobile business in 1922 with Bartlett Hayward Co. at Baltimore as chemist.

LANGHAMMER, A. J., with Chrysler Corp. as pres. of Amplex Div. since 1937. Born in Covington, Ky. B.M.E. and M.E. Cincinnati Univ. 1916. Entered automobile business in 1910 as toolmaker with Auto Crankshaft Co., Detroit.

LAUGHLIN, THOS. F., with Studebaker Corp. as asst. sales mgr. since 1914. Born Hot Springs, Ark., 1894. High school. Entered automobile business in 1911 at Hot Springs, Ark., with Westcott Motor Car Co. as mechanic's helper.

LAWLER, NORMAN F., with Nash Kelvinator Corp., Nash Motors Div., as dir. of adv. and sales prom. since June, 1945. Born Alexandria, Va., July 1, 1905. Devitt Prep., U. of Virginia Strayers Bus. Coll., Amer. Inst. of Banking. Entered automobile business in 1938 at Detroit with McCann-Erickson as acct. exec.

LAYTE, RALPH R., with Purolator Products, Inc., as pres. since 1941. Born in Boston. Acadia Univ. Entered automobile business in 1925 with Purolator Products, Inc., as exec. vice-pres.

LEE, JAMES A., with Nash-Kelvinator Corp., dir. of Nash purchasing since 1944. Born Wesson, Miss., Aug., 1900. Texas A. & M. Coll., Tulane Univ. Entered automobile business in 1926 as a buyer and sales mgr., automotive parts jobber in Louisiana.

LEE, II, JAMES W., with Ivy Lee and T. J. Ross, pub. rel. firm, as partner since 1934. Born Brooklyn, N. Y., Oct. 4, 1906. Princeton, A.B. degree. Entered automobile business in 1931 at Detroit and New York on Chrysler acct.

LEE, THOMAS, with General Motors Corp., gen. mgr. Rochester Products Div. since 1939. Born Oct. 11, 1885, at Vincennes, Ind. B.S. in elec. engr., Rose Polytechnic Inst., 1909. Entered automobile business in 1912 with North East Electric Co., Rochester, N. Y.

LENZ, ARNOLD, vice-pres. General Motors Corp. gen. mgr. Pontiac Motor Div. since Jan. 1, 1951. Born in Hauingen, Germany, May 10, 1888. Schooling in Germany and New York State (Fredonia). Entered automobile business in 1916 with Buick as foundry expert.

LEONARD, CHARLES J., with Kaiser-Frazer Corp. as adv. mgr. since 1951. Born Dubuque, Iowa, in 1916 Northwestern Univ. Entered automobile business in 1946 at Long Beach, Calif with Kaiser-Frazer as chief expediter.

LEUKHARDT, ARTHUR R., with Midland Steel Products Co. as asst. sales mgr., Power Brake Div., since 1947. Born Wilmerding, Pa., Jan. 24, 1903. Carnegie Tech. Entered automobile business in 1924 at Pittsburgh, Pa., with Westinghouse Air Brake Co. as field rep.

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- Telescopic Extension Boom with full swivel head for straight or side pulls
- Power Winch, 7½ tons safe load
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- All operating controls at left rear
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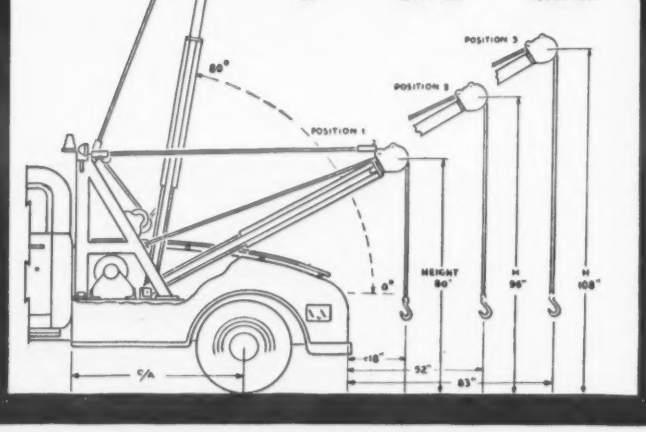
- Ashton universal towing spacer and lift bar

The boom may be extended from a normal 8½' to any desired length up to 14'... extension and retraction of boom is done by hand or winch power—the boom raises from level up to 80°.

This flexibility of boom operation plus the swivel head permits side pulls without interference to traffic.

MAXIMUM LOAD RATINGS AT 3 POSITIONS

	CRANE LOAD CAP.	TOWING OR CARRYING LOAD CAP.
POSITION I NORMAL TOWING Cab to Axle		
60"	10,000 lbs.	9,000 lbs.
84"	10,000 lbs.	10,000 lbs.
POSITION II		
60"	8,000 lbs.	6,000 lbs.
84"	8,000 lbs.	7,000 lbs.
POSITION III MAX. EXTENSION		
60"	6,000 lbs.	3,000 lbs.
84"	6,000 lbs.	3,500 lbs.



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AUTOMOTIVE NEWS FAMILY ALBUM

LEUKHART, GEO. A., with National Used Car Market Report, Inc., as gen. mgr. since 1930. Born Indianapolis. Business administration. Entered automobile business prior to 1910 at Indianapolis with Atlas Engine Works.

LONGENECKER, E. D., with Lincoln-Mercury Div. as national service mgr. since 1949. Born Anderson, Ind., Sept. 20, 1899. Purdue Univ. B.S. in mech. engrg. Entered automobile business in 1928 at Pontiac, Mich., with Pontiac Motor Div. as zone service rep.

LOUD, CARL, with Federal Motor Truck Co. as general sales mgr. since 1938. Born Au Sable, Mich. Entered automobile business in 1912 at Detroit with Commerce Motor Truck as branch mgr.

LYON, G. ALBERT, with Lyon, Inc., as pres. since 1930. Born Philadelphia, Aug. 21, 1881. Temple Univ. Entered automobile business in 1909 at Philadelphia with Lyon Non-Skid Co. as pres.

MacGREGOR, B. N., with Packard Electric div., G. M. Corp., as gen. mgr. since 1933. Born Princeton, Ind., 1894. Purdue Univ., Muskingum Coll., B.S. degree. Entered automobile business in 1919 with Packard Electric Co. as salesman.

LEWIS, JAMES F., JR., with Champion Spark Plug as vice-pres., pur. & adv. since 1948. Born New York, N. Y., in 1908. Milford school, Univ. Mich., A.B. Entered automobile business in 1931 in Toledo with Champion Spark Plug Co. as factory employe.

LOTT, DOYLE W., with Reo Motors, Inc., Lansing, Mich., as adv. mgr. since April, 1949. Born Mason, Mich., Nov. 30, 1918. High school; Mich. State, B.A. Entered automobile business in 1947 in Lansing with Reo as asst. adv. mgr.

LUNDEEN, GILBERT W., with Muskegon Piston Ring Co. as vice-pres. since 1944. Born Chicago, April 21, 1903. LaSalle Ext. Univ. Entered automobile business in 1928 at Muskegon, Mich., with Muskegon Piston Ring Co. as secy.

MACAULEY, J. B., with Ethlyl Corp. since 1945, named dir. of research 1947. Born in Washington, D. C., Apr. 2, 1896. Attended Univ. of Ill. Served First Marine Aviation Force 1917-1919. Chrysler engrg. 1923-1943. Entered automobile business in 1919 as apprentice with Packard Motor Car Co.

MacNICHOL Jr., GEORGE P., with Libbey - Owens - Ford Co. as vice-pres. in chge. of sales since 1930. Born Wyandotte, Mich., May 8, 1899. Univ. of Michigan, Yale Univ.

LINDQUIST, MEL B., with Ford Motor Co. as gen. industrial relations mgr. since 1945. Born in Denver, Colo., June 7, 1909. Univ. of Colo., A.B., LL.B. Entered automobile business in 1937 with Murray Corp. as industrial relations manager.

LINFORTH, JOHN M., with Goodyear Tire & Rubber Co. as vice-pres. since 1940. Born Philadelphia, Sept. 30, 1896. Univ. of Pennsylvania, A.B. degree. Entered automobile business in 1922 at Akron with Goodyear Tire & Rubber Co.

LITCHFIELD, PAUL W., with Goodyear Tire & Rubber Co. as chmn. of bd. and pres. 1930-1940. Born Boston, July 26, 1875. Mass. Inst. of Tech., science degree. Entered tire business in 1900 at Akron with Goodyear Tire & Rubber Co. as supt.

LITTLE, H. G., with Campbell-Ewald Co. as exec. vice - pres. since June, 1944. Born New York City, Oct. 27, 1901. Entered automobile business in 1940 with Nash Motors Div. as adv. mgr.

LITTLEY, RAYMOND F., with The Budd Co. as vice-pres., chge. of automotive sales. Born Philadelphia, Pa., Apr. 13, 1906. High school. Entered automobile business in 1925 at Philadelphia with The Budd Co. as clerk.

LODGE, HENRY D., with Arrow Safety Device Co. as sales mgr. since June 1, 1947. Born Philadelphia Jan. 20, 1908. St. Joseph's College, Temple Univ., South Jersey Law. LL.B. degree. Entered automotive business in 1946 at Mt. Holly, N. J., with Arrow Safety Device Co. in sales dept.

LONG, RAY A., with Divco Corp., as pres. and gen. mgr. since Jan., 1949. Born in Detroit, Mich., June 28, 1888. Entered automobile business in 1909 at Detroit with Federal Motor Truck Co. as draftsman.

Man with a scythe...

Today's farmer does a barbering job on weeds and reeds with a nifty hand scythe, powered by a single cylinder gasoline engine developing 1¼ brake hp at 4,000 rpm . . . weighing only 24 pounds . . . easily carried, and cutting a 20 inch swath.

For heavy harvesting and serious swathing, the hand scythe was replaced decades ago by mechanical equipment.

But some people still think of the scythe as the symbol of agriculture. Very pretty on a blue Egyptian faience, but strictly passe (without power attachments) on modern farms!

Farming is manufacturing . . . now heavily mechanized and tooled . . . and the best farmers, like other industrialists, utilize invention and technology, science and research to raise output and lower costs.

The manufacturer's wife lives in a mechanized home . . . pushes buttons, sets thermostats, manipulates device controls . . . accomplishes more with less effort in less time, and has more time for more leisure and more accomplishment!

Best market for manufacturers is the audience of the nation's best farmers . . . best reached by SUCCESSFUL FARMING's 1,200,000 circulation, with more than a million concentrated in the 15 agricultural Heart states, with the best soil, best brains, best techniques, highest yields and incomes—the average subscriber's annual income is more than 50% higher than that of the average US farmer.

Advertising in general publications misses much of the best market, needs SUCCESSFUL FARMING for penetration and balance, and wide influence based on 40 years of service. For ten years the audience has enjoyed the highest prosperity in agricultural history . . . today is engaged in all-out production! You aren't getting the most from automotive advertising without this market and medium. Full facts, any SF office . . . MEREDITH PUBLISHING COMPANY, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.

AUTOMOTIVE NEWS FAMILY ALBUM

MacPHERSON, EARLE S., chief engineer, Ford Motor Co. Born in Highland Park, Ill., July 6, 1891. Graduated from Univ. of Illinois in 1915, B.S., M.E. degree. Started with Chalmers Motors Co. laboratory in Detroit.

MALLON WILLIAM L. Past-Pres. NADA (1945-46); dir. NADA since 1938. Born New York City July 18, 1894. Entered automobile business in 1913 at Newark, N. J., as dealer.

MANSFIELD, JOHN P., with Chrysler Corp. as vice-pres. Plymouth Div. since Jan., 1951. Born Milwaukee, Wis., Oct. 31, 1903. Attended Mercersburg (Pa.) Academy. Entered automobile business in 1920 as factory worker with Dort Motor Co. at Flint, Mich.

MARIEN, MELVIN W., with Ramsey Corp. as chief engr. since 1945. Born St. Louis, Nov. 1, 1908, Washington Univ. of St. Louis, B.S. degree. Entered automobile business in 1930 at St. Louis with Ramsey Corp. as engr.

MARTIN, JOHN E., with Firestone Steel Products Co. as pres. since Dec. 15, 1947. Born Covington, Ga., Dec. 11, 1904. Bryson Coll. Entered automobile business in 1947 at Akron with Firestone Steel Products Co.

MAKEMSON, S. K. with John Wood Co., Bennett Pump Div., Muskegon, Mich., as gen. sales mgr. since Dec. 1, 1947. Born Logan Co., O., July 25, 1907. Detroit Coll. of Law, LL.B. degree. Entered automobile business in 1925 at Detroit with Buick Motor Co., sales dept.

MANN, GEORGE Jr., with General Motors Corp., gen. mgr. AC Spark Plug Div. Born in Baltimore, Md., Oct. 18, 1888. Joined AC Jan. 1, 1919, at Flint, Mich., as cost accounting supervisor.

MARA, WILLIAM A., with Bendix Aviation Corp. as dir. adv. and publicity since 1947. Born St. Louis, Sept. 29, 1895. St. Louis Univ. Entered automobile business in 1944 at Detroit with Bendix Aviation as staff exec. Also serves as gen. mgr. Bendix Radio and Television Div., Baltimore, Md.

MARSHALL, GEORGE W., JR., with Raybestos-Manhattan, Inc., since 1947. Born Dayton, O., Feb. 21, 1905. Deerfield Acad. Amherst, Univ. of Penn., B.A. Entered automobile business in 1929 at Manheim, Pa. with Raybestos-Manhattan, Inc., U. S. Asbestos division, as pur. agt.

MARTIN, ROYCE G., with Electric Auto-Lite Co. as pres. and chmn. of board. Pres., 1934; pres. and chmn., 1944. Born Clint, Tex. St. Patrick's Acad., St. Aloysius Acad. Entered automobile business in 1918 at Toledo, O.

The use of N-A-X ALLOY STEEL in Aircraft Gas Turbines saves up to 50 per cent of critical Stainless Steel.

Conservation is possible – without sacrifice with use of N-A-X ALLOY STEELS

With the demand for greatly increased quantities of the critical and strategic Stainless Steels used in Jet Engines intensified by the acceleration of the building program, the Air Force requested the producers of these engines to seek *suitable* material with less critical alloy content to replace the Stainless Steel for certain moderate temperature application in these aircraft gas turbines.

The steel selected had to be of low-alloy content with high strength and good welding characteristics. Ordinary low carbon steel did not meet the requirements because of its low tensile properties and the fact that it could not be satisfactorily welded by the inert arc process, which is widely used in aircraft gas turbine manufacture.

The data available from tests made on several weldable low-alloy, high-strength steels indicated that N-A-X ALLOY STEEL was the most satisfactory of the group — *its selection followed.* Unlike other possible substitutes, N-A-X ALLOY STEEL has good low temperature impact values, maintains its higher strength and is not subject to temper brittleness in the wide operating temperature range required of the steel for this purpose — from a low of −70°F. to +800°F.

The use of N-A-X ALLOY STEEL for this application has cut the amount of Stainless Steel required in half. This is of considerable importance to the Air Force.

GREAT LAKES STEEL CORPORATION

N-A-X Alloy Division — Ecorse, Detroit 29, Michigan

NATIONAL STEEL CORPORATION

MASON, GEORGE W., with Nash-Kelvinator Corp. as pres. since 1937; chmn. and pres. since 1948, and pres. A.M.A. since 1946. Born in Valley City, N. D., March 12, 1891. Univ. of Michigan, B.S. degree. Entered automobile business in 1913 at Detroit with Studebaker Corp. in mfg. div.

MATHENY, HARRY R., with Chrysler Corp. as vice-pres. and operating mgr. Highland Pk. plant since 1932. Born Athens Co., O., Aug. 22, 1884. Ohio Univ. Entered automobile business in 1913 at Detroit with Detroit Starter Co. as inspector.

MATHEWS, VERNER P., with Buick Motor Div. as chief engineer. Born in Cleveland, O., Sept. 5, 1895. Case Institute of Technology, M.E. Degree. Entered automobile business in 1917 with Eaton Manufacturing Co., Cleveland.

MATTHEWS, LESTER G., with Sealed Power Corp. as treas. Born in Baltimore, Jan. 10, 1889. One year high school. Entered automobile business in 1920 at Baltimore with No-Leak-O Piston Ring Co. as gen. mgr.

MAURER, PAUL H., with Redmond Co., Inc., Owosso, Mich.; vice-pres. in charge of engrg. since Mar., 1949. Born Elizabeth, N. J., in 1906. Newark Coll. of Engrg. and Univ. of Michigan; B. S., electrical engr., professional engr. in state of Mich. Entered automobile business in 1936 at Detroit with Hudson Motor Car Co. as electrical engr.

MAXWELL, LLOYD, with Roche, Williams & Cleary, Inc., as exec. vice-pres. Born Hicksville, O. Univ. of Chicago. Entered automobile business in 1909 at Chicago with Staver Motor Car Co. as gen. sales mgr.

McCAFFREY, John. L., with International Harvester as pres. since 1946. Born Fayetteville, O., Sept. 23, 1892. High school. Started with I.H.C. in 1909 as clerk in Cincinnati branch.

AUTOMOTIVE NEWS FAMILY ALBUM

McCANDLESS, WILSON B., with Denman Tire & Rubber Co as pres. since 1930. Born Chicago, Dec. 13, 1900. U. S. Naval Acad. B.S. degree. Entered tire business in 1930 at Warren, O., with Denman Tire & Rubber Co. as pres.

McGINNIS, FRANK J., with Ford Motor Co. as mgr. of sales staff services, Ford Div., since Jan., 1950. Born Toledo, O., Oct. 19, 1902. Univ. of Notre Dame. Entered automobile business in 1920 at Toledo with Willys-Overland as office boy in adv. dept.

J. W. McGOVERN, with United States Rubber Co. as vice-pres. and gen. mgr., Tire division. Born in Philadelphia, Pennsylvania. Joined United States Rubber Co. in Control Division, Cambridge, Mass., 1920.

McINTYRE, BROUWER D., with Monroe Auto Equipment Co. as pres. and gen. mgr. since 1937. Born in Dundee Mich., Feb. 26, 1905. Univ. of Michigan, B. D. in Engrg. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co. as engr.

McINTYRE, WILLIAM D., with Monroe Auto Equipment Co. as exec. vice-pres. and treas. since 1947. Born Dundee, Mich., Dec. 5, 1906. Michigan State College. Entered automobile business in 1928 at Monroe, Mich., with Monroe Auto Equipment Co.

McCORMICK, FOWLER, with International Harvester Co. as chmn. of bd. since 1946. Born in Chicago, Nov. 15, 1898. Groton, Princeton Univ., A.B. degree. Entered automobile business in 1928 at Milwaukee with International Harvester Co. as progressive student.

McGOVERN, JR., JAMES L., with Raybestos division of Raybestos-Manhattan, Inc., as replacement sales manager since August, 1945. Born Bridgeport, Conn., Apr. 21, 1903. Entered automobile business in 1925 at Bridgeport with Raybestos in factory.

McINERNEY, JAMES L. with McInerney Spring & Wire Co. as pres. and gen. mgr. since 1930. Born Elmira, N.Y., Jan. 17, 1888. Entered automobile business in 1925 at Grand Rapids, Mich., with National Spring & Wire Co. as gen. mgr.

McINTYRE, CHARLES S., with Monroe Auto Equipment Co. as vice-pres. and sales mgr. since 1947. Born Monroe, Mich., 1912. Univ. of Michigan. Entered automobile business in 1935 at Monroe with Monroe Auto Equipment Co. as secy. and sales mgr.

McKAY, ROBERT D., pres. NADA. Chrysler-Plymouth dealer in Wichita, Kans., since 1933. Auto dealer since 1915.

McCORMICK, THOMAS G., with Ross Roy, Inc., as exec. vice-pres. since 1936. Born in Detroit, Mich., Feb. 11, 1908. High sch. 4 yrs, college 2 yrs. Entered automobile business in 1923 at Detroit, Mich., with Dodge Bros. as office clerk.

McCUEN, CHARLES L., with Research Lab. Div., GMC, as gen. mgr.; vice-pres. G.M. Corp. since 1940. Born Stockton, Cal., May 22, 1892. Polytechnic Coll. of Engrg. (hon.) B.S. degree. Entered automobile business in 1913 at Oakland with Cole-California Car Co. as vice-pres.

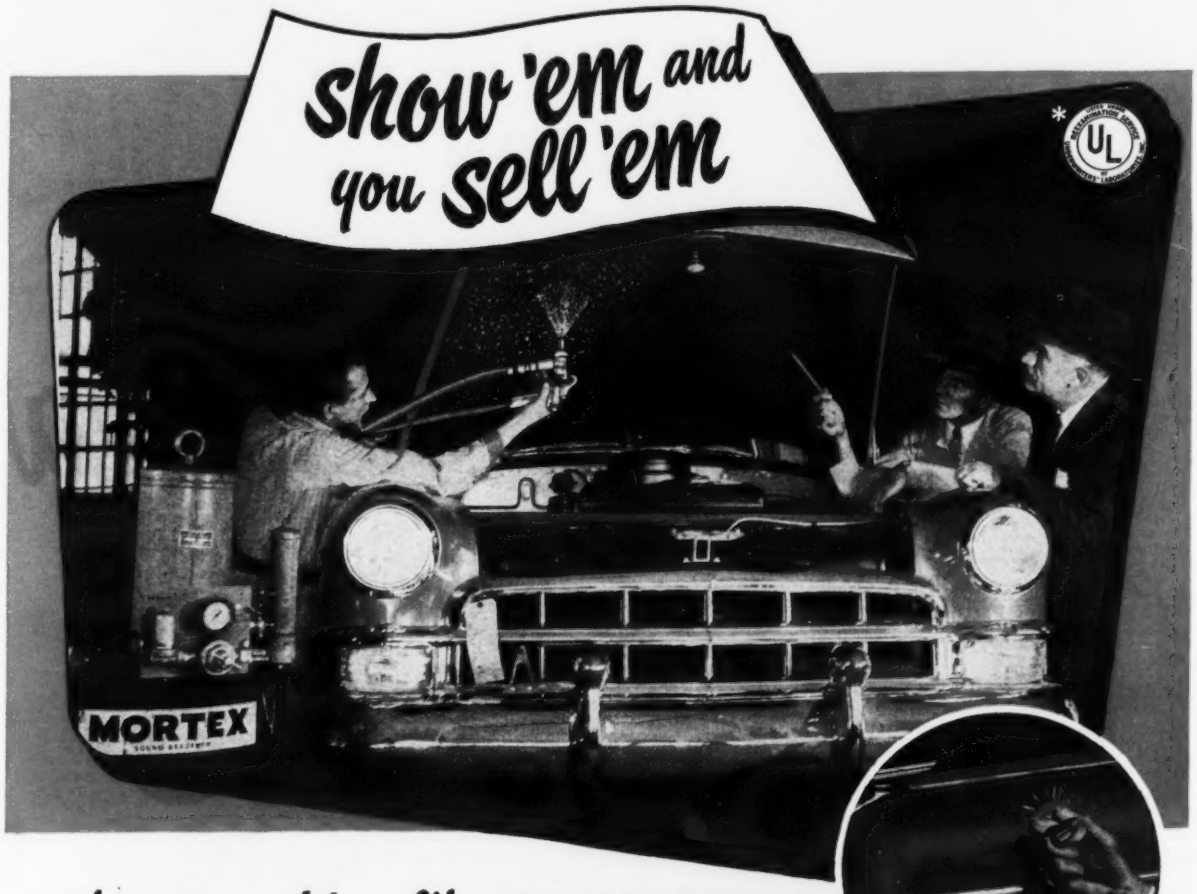
McDONALD Jr., COMMANDER EUGÈNE F., with Zenith Radio Corp. as pres. and gen. mgr. since 1920. Born Syracuse, 1890. Syracuse Un. Entered automobile business in 1907 at Syracuse with Franklin Automobile Co. as southern rep.

McDOUGAL, JOSEPH W., with Miller Mfg. Co. as pres. and treas. since 1942. Born in Carroll Co., Tenn., Feb. 17, 1900. Union Univ. Entered automobile business with Paige-Detroit Motor Car Co. in 1922 as accounts payable clerk.

McDOUGALD, A. F., with White Motor Co. as motor coach sales mgr. since 1946. Born Thomasville, Ga. Grad. Georgia Tech. Entered automobile business in 1937 as development engr. for Capital Transit Co.

McFALL, THURLOW E., with Muskegon Piston Ring Co. as pres. since 1925. Born Milan, Mich., 1888. Public school. Entered automobile business in 1920 at Muskegon with Sealed Power Co. as foundry supt.

McGINN, HOWARD J., with Eaton Mfg. Co. as president since 1951. Born New York City, May 13, 1888. Entered automobile business in 1913 at Chicago with National Lockwasher Co. as salesman.



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AUTOMOTIVE NEWS FAMILY ALBUM

McKINLEY, CHARLES W., with AC Spark Plug Div., GM Corp., as chief engr. automotive products, since 1931. Started with AC in 1925. Born Toledo, O., 1888. Cornell Univ. Entered automobile business in 1906 at Toledo, O., with Pope Toledo Automobile Co. as engine designer.

McLEAN, WM. S., with Fisher Body Div. of GM as gen. dir. pub. rel. and adv. since 1945. Born in Detroit. Detroit Inst. of Tech. Entered automobile business in 1913 at Detroit with Cadillac, in service dept.

McQUIGG, JOHN L. with Geyer, Newell & Ganger, Inc., as vice pres. since 1940. Born Los Angeles, Oct. 11, 1907. Univ. So. California. Entered automobile business in 1937 at Kenosha with Geyer Newell & Ganger at acct. exec., Nash acct

MERRILL, S. CLIFFORD, Timken Roller Bearing Co. as asst. gen. mgr., automotive div., since 1936. Born Montreal, Can., 1896 St. Mary's Coll., Columbia Univ., M.E. degree. Entered automobile business in 1924 at New York with Timken Roller Bearing Co as sales engr.

MEYER, DONALD W., owner, Truckstell Co. pres., Truckstell Mfg. Co. since 1943. Born in Charles City, Ia., 1895. St. John's Military Acad. Entered automobile business in 1921 at Los Angeles with Ruckstell Sales and Mfg. Co. as branch manager.

McKINLEY, WM. A., with Midland Steel Products Co. as vice-pres. since 1942. Born Caseville, Mich., 1895. Univ. of Mich., B.S.M.E. Entered automobile business in 1919 at Detroit with Detroit pressed Cteel Co. as draftsman.

McQUEEN, LOREN A., with General Tire & Rubber Co. as vice-pres. in charge sales since 1940. Born Superior, Wis. Univ. Wisconsin. Phi Delta Theta fraternity. Entered automobile business at Akron with Goodrich Rubber Co. as sales correspondent.

MENDLER, EDWARD C., with Studebaker Corp. as mgr. parts and acc. div. since 1929. Born New York City. Pace Inst., C.P.A. Entered automobile business in 1927 at Philadelphia with Studebaker subsidiary as treas.

METZEL, HAROLD N., with Oldsmobile div., General Motors as chief engr. since 1951. Born Peoria, Ill., May 1, 1904. Bradley Coll., Peoria, Ill., B.S. Entered automobile business in 1928 at Lansing with Oldsmobile as expr. tester, engrg. dept.

MICHEL, CLARENCE A., with Guide Lamp Div., GMC, as gen. mgr. since 1941. Born Cleveland, O., Dec. 31, 1893. Case Inst. of Tech., B.S. degree. Entered automobile business in 1915 at Cleveland with Guide Motor Lamp Mfg. Co. as cost clerk.

MIDDLETON, LESLIE H., with Electric Auto-Lite Co. as vice-pres. engrg. since 1930. Born New York, 1906. Cornell, Kings Coll. (London), Charlottenberg (Berlin), E.E., B.Sc. M.S., D.E. Entered automobile business in 1929 at Detroit with General Motors as junior research engr.

MIDDLETON, PAUL F., with Arrow Safety Device Co. as gen. mgr. and secy. since 1948. Born Camden, N. J., Dec. 20, 1902. Syracuse Univ., B.S. degree; Harvard Law School, LL.B. degree. Entered automotive business in 1942 as attorney for Arrow Safety Device Co., Mt. Holly, N. J.

MILLER, FRANK J., with new Departure Div. Gen. Motors Corp. as gen. sales mgr. since Sept., 1948. Born Belt, Mont., July 15, 1899. High school. Entered automobile business in 1919 at Chicago with New Departure as salesman; later mgr. of Chicago office.

MILLER, FRANKLIN A., with Raybestos-Manhattan, Inc., since 1948 as dir. of mktg. and mdse., with company since 1932. Born Cincinnati, O. Northwestern Univ. Entered automobile business in 1912 at Chicago with Stromberg Motor Devices Co. (carburetor) as adv. mgr.

MILLER, LOGAN C., with Ford Motor Co., as vice-pres., Basic Products Group since Jan. 1, 1951. Born in Mattoon, Ill., Mattoon public schools, Univ. of Ill., Int. Corresp. Schools. Entered automobile business in 1914 with Ford Motor Co. as diemaker.

MILTON, WALTER S., with Hudson Motor Car Co. as dir. of service since 1946. Born Lumpkin, Ga., Jan. 19, 1903. Entered automobile business in 1921 at Denver, Colo., as retail salesman for Hudson distributor Joined Hudson in 1932.

MINKEL, LEWIS EDWARDS, with Studebaker Corp. Pacific Div., as west coast sales mgr., since July, 1948. Born La Porte City, Ia., June 6, 1905. Univ. of Iowa, A.B. degree. Entered automobile business Aug. 16, 1944, at Los Angeles with Studebaker Pacific Corp. as regional manager.

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BECAUSE IT LEADS IN SALES, TURNOVER AND PROFITS!

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CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

AUTOMOTIVE NEWS FAMILY ALBUM

MITCHELL, JOHN J. with Liquid Glaze, Inc. as pres. since 1946. Born Chicago, Ill. B.A. degree. Entered automobile business in 1946 at Lansing, Mich., with Liquid Glaze, Inc., as pres.

MOTLEY, ARTHUR H., with Parade Publications, Inc., as pres. and publisher since Feb., 1946. Born in Minnesota, Aug. 22, 1900. Univ. of Minnesota, Columbia Law.

MUMMERT, ARDEN J., with McQuay - Norris Mfg. Co. as pres. since 1950. Born St. Louis, Mo., 1889. Purdue U., B.S.M.E. Entered automobile business in 1912 at Indianapolis, Ind., with Cole Motor Car Co. as junior engr.

MUNN, JOHN O., advisory editor, Automotive News. Born Watertown, S. D., Sept. 7, 1886. Entered automobile business in 1909 at Toledo with Willys-Overland as asst. adv. mgr.

MYERS, JAMES L., with Cleveland Graphite Bronze Co. as pres. since 1948. Born Elizabeth, N. J., Sept. 25, 1890. Pingry Sch.; Stevens Inst. of Technology, M.E. degree. Entered automobile business in 1912 at Lansing, Mich., with Olds Motor Works as engrg. draftsman.

MOGGE, ARTHUR R., with Arthur R. Mogge, Inc., adv. agcy., as pres. since 1927. Born Geneva, N. Y. Indiana Univ., A.B. degree. Entered automobile business in 1919 at Indianapolis with Gibson Co. as sales prom. mgr.

MOULDER, PETER V., with International Harvester Co. as exec. vice-pres. since 1946. Born Fargo, N. D., 1892. High school. Started with International Harvester in 1910 as clerk.

MUNN, C. G., with Reynolds Spring Co. as pres. since 1927. Born Chicago, 1890. Entered automobile business in 1922 with American Twist Drill Co.

MYERS, HARRY D., with Standard Products Co. as pres., gen. mgr. and dir. since 1947. Born Cleveland, O., Nov. 20, 1904. Entered automobile business in 1929 at Cleveland O., with Thompson Products, Inc., as dir. of pur.

NASH, JEROME B., with Buick Motor Div. as asst. gen. sales mgr. in charge midwest and western regions. Born 1893 Spokane, Wash. Washington State Coll. Entered automobile industry as Buick district mgr., Waterloo, Ia.

MOORE, NEIL A., with Federal-Mogul Corp. since Sept. 1, 1948. Now vice-pres. of Federal-Mogul Service, a division of Federal-Mogul Corp. Born Erie, Pa., Jan. 10, 1898. Univ. of Mich., B.S., Ch.E., M.S.E. Entered automobile business in 1922 at Muskegon, Mich., with Continental Motors Corp. as asst. metallurgist.

MORGAN JR., WM. C., with Walker Mfg. Co. as sales mgr., orig. equip. div., since 1946. Born Tyler, Tex., Jan. 1, 1902. Texas A. & M., Univ. of Texas, E.M. degree. Entered automobile business in 1926 at Detroit with Chrysler Corp. as proj. engr.

MORRIS, E. M., chairman of the board, Associates Investment Co. and Emmco Insurance Companies since 1918, 1936. Born Teegarden, Marshall Co., Ind., Dec. 17, 1882. Valparaiso, Univ., Univ. Notre Dame, LL.B. Entered automotive business in 1918 at South Bend, Ind., with Associates Investment Co. as pres.

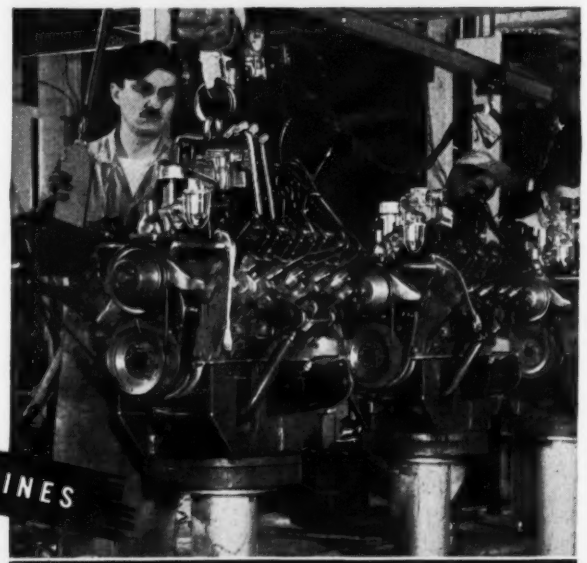
MORRISON, RALPH W., with Aro Equipment Corp. as vice-pres. and gen. sales mgr. since 1949. Born Streator, Ill., Jan. 23, 1906. Entered automobile business in 1935 at Chicago with Independent Pneumatic Tool Co., 1935-1940, as sales engr.; Aro Equipment Corp., 1940, as asst. sales mgr.

MORRISON, RAY L., exec. vice-pres., The DeVilbiss Co., Toledo, O. Born in Dawson, Pa., 1899. Entered automobile business in 1924 at Pittsburgh with Westinghouse Air Brake Co. as service representative.

MORTELL, JOHN E., with Vibradamp Corp. as pres. & gen. mgr. since 1951. Born Kankakee, Ill., 1919. Notre Dame. Entered automobile business in 1946 at Jackson, Mich., with Vibradamp Corp. as secy.-treas.

MORTELL, J. W., with Vibradamp Corp., as pres. and gen. mgr. since 1946. Born Kankakee, Ill., 1892. Entered automobile business in 1928 with J. W. Mortell Co. as pres. Elected chmn. of Bd., Vibradamp Corp., Jan. 9, 1951.

Conformability in Piston Rings



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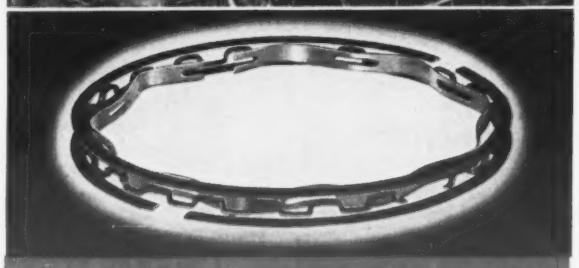

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- Greatest capacity to store and drain oil
- Most uniform pressure distribution
- Outlasts other oil rings by a wide margin

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PISTON RINGS

IN GUARANTEED ENGINEERED SETS

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AUTOMOTIVE NEWS FAMILY ALBUM

NEALON, FRANK A., with Frank A. Nealon Associates since 1949. Born Anaconda, Mont., Jan. 26, 1895. Entered automobile business in 1928 at Cleveland, O., with Packard Electric Co. as representative.

NEWELL, HERMAN W., with Geyer, Newell & Ganger, Inc., as exec. vice-pres. and gen. mgr. since 1935. Born Bellefontaine, O. Dec. 18, 1897. Dartmouth, A.B. and M.C.S.

NICHOLL, J. FERRELL, with Lumite Div., Chicopee Mfg. Corp. of Ga. as vice-pres. and gen. mgr.; vice-pres. since 1949; gen. mgr. since 1948. Born Blanket, Tex., Aug. 20, 1906. Ga. Tech., B.S. degree. Entered automobile business in 1945 at New York with Lumite Div. as mgr. upholstery fabric section.

NIELSEN, A. B., with DeSoto Div., Chrysler Corp., as eastern sales mgr. since Jan., 1946. Born July 24, 1900, in Ft. Wayne, Ind. Business school. Entered automobile business in 1915 at Flint, Mich., as pay roll clerk for Chevrolet Motor Co.

NORTHRUP, H. M. with Hudson Motor Car Co. as vice-pres. since March, 1942, with company since 1919. Born in Michigan. College Mines & Tech. Entered automobile business in 1915 at Detroit with Dodge Brothers.

NEWBERG, WILLIAM C., with Chrysler Corp. as vice-pres. Dodge Division since 1950. Born Seattle, Wash., Dec. 17, 1910. Univ. of Wash., B.M.E.; Chrysler Inst. of Engr., M.M.E. Entered automobile business in 1932 with American Automobile Co. at Seattle as a salesman.

NEWMAN, JAMES J., with B. F. Goodrich Co. as vice-pres. since 1931. Born Brooklyn, N. Y., March 11, 1889. New York Univ. B.S.C. degree.

NICHOLS, CLAY H., with Borroughs Mfg. Co. as gen. mgr. since 1950. Born Fowlerville, Mich., Feb. 20, 1905. U. of M. Entered automobile business in 1926 at Studebaker with American Metal Products Co. Chrysler Corp., 1927-1945.

NORDSTRUM, G. W., with Aetna Ball and Roller Bearing Co. as chmn. of board. Born Chicago, Oct., 1885. Educated Chicago. Entered automobile business in June, 1917, forming Aetna Ball Bearing Mfg. Co. as secy., treas. and gen. mgr.

NORTON, WILBUR H., with General Motors Corp., vice-pres. in charge of policies on parts merchandising, including supervision of United Motors Div. Born Dec. 2, 1903, Hampton, N. H. Joined GM Sept. 16, 1948, on special assignment to C. E. Wilson.

NORWOOD, JOHN E., with Sealed Power Co. as sales mgr. since 1943. Born Baltimore, Md., Feb. 19, 1898. Polytechnic Inst. Entered automobile business in 1918 at Baltimore with No Leako Piston Ring Co.

NYMBERG, R. J., with Gar Wood Ind., Inc., Wayne Div., Special Rep. Born Chicago, Ill., in 1901. Entered automobile business in 1921 at Detroit with Gar Wood Ind. as engr.

O'BRIEN, IRVING T., with Chrysler Corp. as asst. to gen. mgr. since 1943 and in chg. of subsidiary operations since Aug., 1949. Born Saginaw, Mich., July 11, 1891. Entered automobile business in 1910 at Flint, Mich., with Buick Motor Co. as workman.

O'BRIEN, JOHN DAVID, with General Motors Corp., gen. mgr. Inland Mfg. Division, Dayton, O. Born at Cincinnati, O., Jan. 21, 1897. Received B.S. from St. Xavier Coll., 1914. Joined Inland in 1922 as purchasing agent.

OLEN, WALTER A., with Four Wheel Drive Auto Co. as pres. since 1910. Born in Winneconne, Jan. 31, 1875. Valparaiso Law School LL.B. Entered automobile business in 1910 at Clintonville, Wis., with Four Wheel Drive Auto Co., as pres. and gen. mgr. until 1944 and since then has served only as pres.

OLSON, LAWRENCE M., with R. M. Hollingshead Corp. as vice-pres., Whiz Automotive Div., since 1938. Born Black River Falls, Wis. Univ. of Wis. Univ. of Minn. Entered automobile business in 1923 at Westby, Wis., with A. H. Dahl & Co. as salesman and parts merchandiser.

O'MADIGAN, DAN Jr., with Pontiac as asst. gen. sales mgr. (in charge of East), since 1948. Born Dec. 13, 1903, at St. Louis, Mo. Entered auto field in 1927 with General Motors Acceptance Corp. Joined Pontiac in 1934. Washington Univ. (St. Louis) and Univ. of Texas (Austin).

AUTOMOTIVE NEWS FAMILY ALBUM

O'MALLEY, JOSEPH A., with Chrysler Div., Chrysler Corp., as gen. sales mgr. since 1948. Born in Chicago Mar. 10, 1888. DePaul. Entered automobile business in 1917 at Chicago.

PARKER, PHILIP D., with Lamp Dept., General Electric Co., as gen. sales mgr. since July 1, 1947. Born in Springfield, Mass., March 25, 1892. Entered automobile business in 1916 at Harrison, N. J., with Edison Lamp Works of G. E. Co. as salesman.

PATERSON, A. H., with Chrysler Corp., Plymouth Div., as vice-pres. and gen. works mgr. since 1943. Born Scotland, July 30, 1894. Entered automobile business in 1913 at Detroit with Dodge Bros. as engr.

PECKELS, MICHAEL F., with International Harvester as mgr. consumer rel. since 1945. Born in Chicago, April 29, 1897. Entered automobile business in 1915 at Chicago with International Harvester as clerk.

PEO, RALPH F., with Manzel Div. of Frontier Industries, Inc., Buffalo, since 1947. Pres. Frontier Ind., Inc. and Fairmount Tool & Forging, Inc. Born Rochester, N. Y., 1897. Rochester Inst. of Tech., mech. degree. Entered automobile business in Detroit with Dodge Co.

O'NEIL, WILLIAM F., with General Tire & Rubber Co. as pres. and gen. mgr. since 1915. Born Akron, O., Aug. 21, 1885. Holy Cross Coll., B.S. and LL.D. degrees. Entered automobile business in 1904 at Worcester, Mass., with Worcester Tire Fabric Co. as cost man.

PATENGE, WALTER F., with Wohlert Corp. as pres. and gen. mgr. since 1944. Born Bay City, Mich., 1898. Mich. State College, B.E. Eng. Entered automobile business in 1923 at Lansing with Reo Motor Car Co. as draftsman.

PATON, CLYDE R., with Willys-Overland Motors, Inc., Toledo, O., as dir. of engineering. Born in 1894 in Almont, Mich. Univ. of Mich., 1923, B.S. mech. eng. Entered automobile business in 1925 with Studebaker Corp. as experimental engr.

PENNINGTON, W. W., with Auto-Lite Battery Corp. as sales mgr. since 1927. Born Fairfield, Ill., 1890. High school, Walker's Acad., Pulaski, Tenn. Entered automobile business in 1913 at Chicago, Ill.

PERKINS, W. K., with International Harvester Co. as mgr. of sales since 1946. Born Pains Hollow, N. Y. Washington & Jefferson. Entered automobile business in 1925 at Pittsburgh, Pa., with International Harvester Co. as retail salesman.

ORR, HUGH BEN, with Universal Products Co., Inc., as vice-pres., sales, since 1939. Born Owensboro, Ky., June 26, 1898. Univ. of Kentucky, M.E. degree. Entered automobile business in 1935 at Detroit with Chrysler Corp.

OSBORN, CYRUS R., with General Motors Corp., vice-pres. and dir., Born Dayton, O., Aug. 27, 1897. Univ. of Cincinnati. Entered automobile business in 1921 with Dayton Eng. Laboratories as apprentice.

OSTRANDER, STANLEY W., with Lincoln-Mercury Div., Ford Motor Co., as operations mgr. since 1948. Born in Whittemore, Mich., Sept. 21, 1895. Entered automobile business in 1915 at Flint, Mich., with Weston Mott Co.

OTTO, GEORGE W., with Cadillac Motor Car Div. as gen. parts and service mgr. since 1942. Born Cleveland, Feb. 2, 1893. Business college. Entered automobile business in 1912 at Cleveland with F. B. Stearns Co. as mechanic.

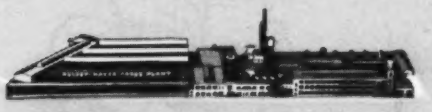
PALMER, W. P., with Arndt-Palmer Lab. as pres. since 1947. Born Rushville, Ind., in 1888. Entered automobile business in 1935 at San Francisco with Palmer Co. as owner.

PARIS, WILLIAM E., with Willys-Overland Motors as vice-pres. in chge. of mfg. since 1946. Born Nov. 5, 1893. Entered automobile business in 1915 at Toledo with Willys-Overland as paint prod. worker.

PARKER, Jr., FRED W., with Timken-Detroit Axle Co. as vice-pres. since 1949. Born in Chicago, Apr. 26, 1905. Cornell Univ., M.E. degree. Entered automobile business in 1927 at Detroit with Timken-Detroit Axle Co. as student engr.

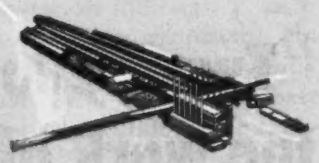
in 7 great plants serving the automotive industries of the United States and Canada

Kelsey-Hayes Detroit, Mich., McGraw Plant



Kelsey-Hayes Detroit Mich., Military Plant

Kelsey-Hayes Plant in Davenport, Iowa



Kelsey-Hayes Plant in McKeesport, Penna.

Kelsey-Hayes Plant in Los Angeles, Cal.

KELSEY-HAYES WHEEL COMPANY PRODUCTS:

- Wheels—Hub and Drum Assemblies—Brakes—Vacuum Power Brake Units for Passenger Cars, Trucks and Buses
- Wheels—Hubs—Axles—Misc. Parts for Farm Implements
- Matched Wheel, Hub, Drum and Electric Brake Assemblies for Light Commercial and House Trailers

Kelsey-Hayes Plant in Jackson, Mich.

Kelsey-Hayes Plant in Windsor, Ont., Canada

AUTOMOTIVE NEWS FAMILY ALBUM

PERY, PIERRE, with Renault Selling Branch, Inc., as managing director since 1949. Born Paris, France, Apr. 13, 1912. Legion d'Honneur, Croix de Guerre, Medaille de la Resistance.

PETTENGILL, E. R., with Pontiac Motor Div. as adm. asst. since 1951. Born in Port Huron, Mich., Feb. 4, 1905. Entered automobile business 1925 as Central Office Cashier.

PHELPS, ARTHUR G., with Delco-Remy Div., GMC. Gen. Sales mgr. since 1936. Born Chicago, Oct. 11, 1891. Entered automobile business in 1912 at Dayton, O., with Dayton Engrg. Lab. Co. in prod. dept.

PIERSON, H. LYNN, with Detroit Harvester Co. Chmn. of Bd. since 1951. Pres. since 1926. Born in Detroit July 13, 1894. Williams College. Entered automobile business in 1919 at Detroit with Packard Motor Car Co.

PLATFOOT, E. J., with Packard Motor Car Co. as eastern divisional sales mgr. since Nov., 1949. Born Jan. 30, 1900, Flushing, L. I. Entered automobile business in 1920 with Chevrolet. Joined Packard in 1945 as zone mgr. at Buffalo, held similar posts in Chicago and Detroit.

PETERSON, P. O., with Studebaker Corp. as vice-pres. in chge. of mfg. since 1947. Born Norway, Sept. 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor Co. as inspector.

PFEIFFER, JOSEPH, with Chrysler Corp, as dir. of purchases since 1947. Born Dayton, O., March 14, 1894. High school and night school. Entered automobile business in 1917 at Dayton with Maxwell Motor Co. as clerk.

PHILLIPS, ASA R., with Auto Ventshade Co., as pres. and gen. mgr. since 1936. Born Socerton, Ga., Jan. 15, 1901. Georgia Normal, diploma bus. adm. Entered automobile business in 1921 at Atlanta, Ga., with Kelly-Springfield Tire Co. as salesman.

PIERSON, LOUIS W., with International Harvester Co. as Asst. Mgr. of sales, motor truck div. Born Hatton, N. Dak., May 15, 1901. High school. Entered automobile business in 1922 at Billings, Mont., with Int. Harv. Co. as truck salesman.

PLEW, HERMAN E., with Herman Body Co. as pres. since 1923. Born Paris, Tenn., Sept. 29, 1889. Public School. Entered automobile business in 1918 at St. Louis with Rogers Schmidt Wire & Iron Co. as factory supt.

PORTER, HOWARD K., with Hyatt Bearings Div. of G. M. Corp. as gen. sales mgr. since 1930. Born Atlanta, Ga. Alabama Polytech Inst., M.E. Alpha Tau Omega. Entered automobile business in 1925 at Harrison, N. J., with Hyatt as sales mgr.

POTTER, E. E. (SAM), Young & Rubicam, Inc., vice-president in chge. of Detroit office. Born May 5, 1905, in Detroit. Graduated from Yale Univ. in 1929. Associated with Campbell-Ewald Co. and D. P. Brother & Co. from 1929 to 1942.

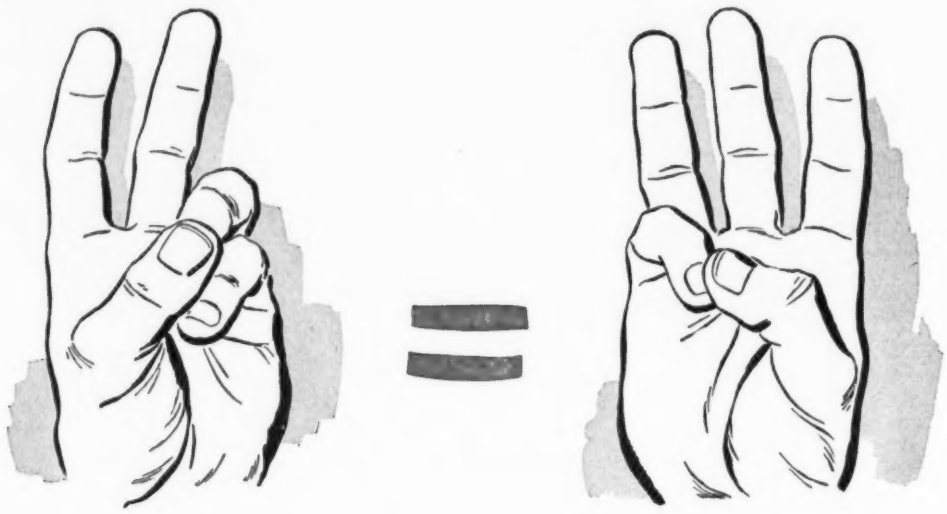
POTTER, WALTER N., with United Motors Service Div. of GM Corp. as gen. mgr. since 1941. Born in Omaha in 1894. Entered automobile business in 1919 at Detroit with United Motor Service.

POWER, WILLIAM G., with Chevrolet Div. of General Motors Corp. as advertising manager since Jan. 1, 1950. Born Indianapolis. Entered automobile industry at Flint, Mich., as Chevrolet wholesale representative in 1928.

PRICE, ARTHUR E., with Kent-Moore Organization, Inc., as vice-pres. (mfg.) since 1935. Born Fond du Lac, Wis., Feb. 27, 1893. H. S. and extension courses. Entered automobile business in 1914 at Racine, Wis., with Mitchell-Lewis Motor Car Co. as cost clerk.

PROSSER, WILLIAM B., with Perfect Circle since 1925. Gen. mgr. since 1947. Born in Canada Mar. 22, 1902. Entered automobile business in 1923 at Boston with American Gear Co. as salesmen.

PURDY, LEWIS J., with Dodge Div. of Chrysler Corp. as vice-pres. chge. of trucks since 1945. Born Adrian, Mich., Feb. 12, 1895. Entered automobile business in 1910 at Detroit with Packard Motor Car Co. as apprentice.



"Two gallons of today's gasoline will do the work of three gallons of 1925 gasoline

—yet the price* per gallon is about the same!"

By any measure of gasoline value—car performance, engine economy and ton-mileage—today's top-quality gasolines improved with antiknock fluid give the American motorist about 50 per cent greater value than the gasoline he bought in 1925.

*Although taxes have gone up the price of gasoline itself is about the same as it was twenty-five years ago.

We are proud of our contribution to this progress of the petroleum industry and its truly remarkable achievement in bringing ever-increasing value to the motorists, farmers, truck and bus operators of America.

ETHYL CORPORATION, ***New York 17, N. Y.***

Manufacturers of "Ethyl" an iknock compound used by over 200 oil companies to improve the antiknock quality of gasoline

AUTOMOTIVE NEWS FAMILY ALBUM

QUINN, EDWARD C., with Dodge Div., Chrysler Corp., as gen. sales mgr. since 1948. Born in Detroit, Dec. 15, 1903. Entered automobile business in 1919 at Detroit with Studebaker Corp. as mechanic.

REESE, WM. D., chief engr., motor truck div., International Harvester Co. since Dec., 1943. Born Middletown, N.Y., 1894. Lehigh Univ. Entered automobile business in 1917 with Locomobile Co., Bridgeport. Joined Harvester 1934.

REIFEL, G. C., with Packard Motor Car Co. as vice-pres. of mfg. since 1945. Born Aug. 6, 1891, in West Unity, O. Entered automobile business with Lozier Motor Co. in 1911. Joined Packard in 1913 as experimental dept. clerk.

RHOADES, THOMAS P., with Hudson Motor Car Co. as director of public relations since 1949. Born Indianapolis, Ind., Feb. 27, 1908. Butler Univ. Automobile editor, Indianapolis News 1935-40.

RICH, ELMER, with Simoniz Co. as pres. since 1910. Born Detroit, Dec. 28, 1882. Entered automobile business in 1910 at Chicago with Simoniz Co. as pres.

RAGSDALE, EDW. T., with Buick Div., G. M. Corp. Gen. mfg. mgr. since Feb., 1949. Born Hopkinsville, Ky., in 1897. Indiana State Normal Coll. Entered automobile business in 1916 at Newcastle, Ind., with Maxwell Motor Car Co. as tool designer.

REEVES, ALFRED, with Automobile Manufacturers Assn. as gen. mgr. in 1914 and advisory vice-pres. since 1940. Born Brooklyn Sept. 16, 1875. Brooklyn High. Entered automobile business in 1904 at New York with New York Mail and Express as automobile editor.

RENNER, JOHN E., Lincoln Engineering Co., Sales Mgr. Auto. Div. since 1946. Born St. Louis, Mo., Sept. 19, 1911. St. Louis grade and high schools. Entered automobile business in 1934 at St. Louis with Lincoln Engineering Co., as sales trainee.

RICE, W. B., with Chrysler Corp., Plymouth Div., as dir. of service since 1944. Born Ionia, Mich., April 19, 1891. High school. Entered automobile business at Lansing, Mich., with Oldsmobile as stock chaser, prod. and engrg.

RICKERT, E. N., with Kaiser-Frazer Corp. as mgr. serv. dept. since 1950. Born in Spokane, Wash., Aug. 12, 1916. Oregon State College, Eng. degree.

RAMSEY, JOHN A., with Ramsey Corp. as gen. mgr. and pres. since 1922. Born St. Louis, Mo., July 28, 1889. Entered automobile business in 1914 at Kansas City, Mo.

RAUSCH, RAYMOND R., Willys-Overland Motors, Inc., Toledo, Ohio, as vice-pres. and Ex. Asst. to pres. Born March 4, 1894 in Cleveland, O. Cass Tech. High School, Detroit. Entered automobile business in 1907 in Canton, O., with Timken Axle Co.

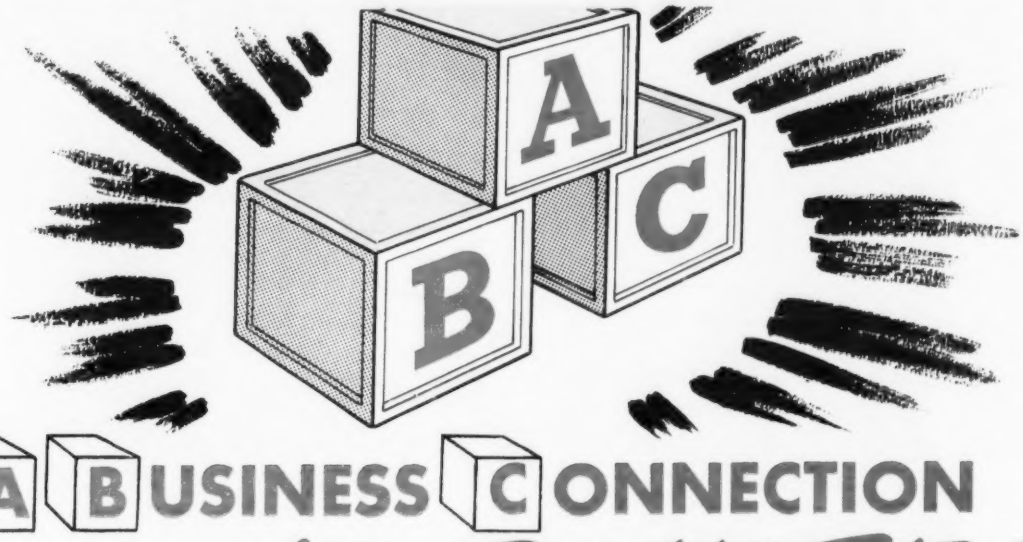
RAY, J. CHESTER, with United States Rubber Co. as sales mgr. of Dealer Brands Tire Div. U. S. Tires Div., since 1947. Entered automobile business at Pittsburgh with U. S. Rubber Co. as stockroom boy.

RAYMOND, NEIL C., with A. S. Campbell Co., Inc., East Boston, Mass., as pres. since 1940. Born in Gladwin, Mich., June 16, 1896. Entered automobile business in 1916 at Flint, Mich., with Buick Motor as machinist.

REAGAN, J. E., with Elco Lubricant Corp. as pres. since 1945. Born Pittsburgh, Pa. Entered automobile business in 1917 at Canton, O., with Timken Roller Bearing Co. as service engr.

REED, TOD, with Ruthrauff & Ryan, Inc., as vice-pres., Detroit mgr. since 1948. Born in Minneapolis, Minn., Jan. 16, 1903. Univ. of Mich. Entered automobile business in 1925 at Los Angeles with Hupmobile distributor as salesman.

REESE, C. J., with Continental Motors Corp. as pres. since 1939. Born in Muncie, Ind., in 1900. Muncie Normal, I.C.S. Prod. Engr. degree. Entered automobile business in 1918 at Flint, Mich., with Chevrolet Motor Co. as prod. followup.



A BUSINESS CONNECTION

...with a Bright Future!

It doesn't make any difference whether your connection with us is direct . . . as a Galion distributor, or indirect . . . as a truck dealer doing business with a Galion distributor. In either case you are representing a well known concern vitally interested in providing you and your customers with the best hydraulic hoists and allsteel dump truck bodies available anywhere.

. . . and what's more, you can depend on complete and competent marketing cooperation from us at all times . . . for your success is our success too!

Quality products, priced right and backed by aggressive sales and advertising help is our policy . . . a dependable policy upon which to found A Business Connection . . . with a Bright Future.

If you are interested in the Galion distributor franchise for your trading area feel free to write us . . . it may be open!

And if you are a truck dealer interested in the Galion line — likewise feel free to write to us.

MAKES A WHALE OF A DIFFERENCE THE "WEIGH" IT LIFTS

Sales and Service FROM Coast to Coast

GALION

ALLSTEEL BODY COMPANY
GALION, OHIO

A exclusive hoist *Action*
B perfect operating *Balance*
C proved quality *Construction*

AUTOMOTIVE NEWS FAMILY ALBUM

RILEY, EDWARD, with General Motors Corp., as vice-pres. and gen. mgr. Overseas Operations div. since 1942. Born in Lawrence, Mass. Dartmouth Coll. Entered automobile business in 1917 with Hyatt Roller Bearing Co.

RITCHIE, PRESCOTT C., with Waukesha Motor Co. as adv. mgr. since 1927. Born Chicago, 1886. U. Wis., B.S. degree, D. U. fraternity. Entered automobile business in 1910 at Kenosha, Wis. with Thos. B. Jeffery Co. (Rambler) as serv. dept. tech. correspondent.

ROBERTSON, GORDON H., with Acme Quality Paints, Inc. as vice-pres. and gen. mgr. since 1944. Born Toronto, Ont., Oct. 1, 1901. Univ. of Toronto, B.A. Sc. Entered automobile business in 1926 at Cleveland with Sherwin-Williams Co., Cleveland, O., as chemist.

ROBINSON, WILLIAM D., with Briggs Mfg. Co. as pres. and gen. mgr. since 1945. Born in Detroit, March 27, 1898. Yale Univ., B.S. degree. Entered automobile business in 1933 at Detroit with Briggs Mfg. Co. as personnel manager.

ROCHE, JOHN P., with Roche, Williams & Cleary, Inc., as pres. since 1926. Born Aberdeen, S. D., 1889. Columbia Univ., A.B. degree. OAX, ΦBK frats.

RISING, FRANK W., with Automotive & Aviation Parts Mfgrs., Inc., as gen. mgr. since 1940. Born Kansas City, Mo., 1902. Kansas U. A.B. degree. Entered automobile business in Feb., 1940, at Detroit with A.A.P.M. as gen. mgr. Mich. W.L.B. Manpower Com.

RITTER, GEORGE W., Willys-Overland, Inc., Toledo, O., as executive vice-pres. and legal counsel. Born in 1886 in Vermillion, O. Baldwin Wallace Univ.; Cleveland Law School.

ROBINS, THOMAS JR., with Hewitt-Robins, Inc., as pres. since 1935. Born New York City Oct. 6, 1896. Groton School; Princeton, "War Degree." Entered rubber business in 1926 in Buffalo, N. Y., with Hewitt-Robins as asst. to pres.

ROCHE, JAMES M., with Cadillac as Gen. Sales Mgr. since July, 1950. Born Elgin, Ill., Dec. 16, 1906. Entered automobile business in 1927 at Cadillac factory branch in Chicago.

ROCKWELL, WALTER F., with Timken Detroit Axle Co. as pres. since 1940. Born in Boston, Mass., Oct. 30, 1899. Tufts College, B.S. and M.S. Entered automobile business in 1920 with Wisconsin Parts Co. as serv. engr.

ROCKWELL, WILLARD F., with Timken Detroit Axle Company as chmn. of board since 1940. Born in Boston, Mar. 31, 1888. MIT Coll. Entered automobile business in 1914 at Poughkeepsie with F.I.A.T. as engr.

ROGERS, GOODLOE H., with American Forging and Socket Co. as pres. and gen. mgr. since 1944. Univ. of Michigan. Entered automobile business in 1909 with Oakland Motor Car Co.

ROHRBACH, JOHN F. D., with Raybestos-Manhattan, Inc., as pres. since 1948. Born New York City July 18, 1889. N. Y. U., B.C.S. Entered automobile business in 1916 at Bridgeport, Conn., with Raybestos Co., as auditor, and busi. consit.

ROMNEY, GEORGE, with Nash-Kelvinator Corp. as asst. to pres. since April, 1948, as vice-pres. since Feb., 1950. Born in Chihuahua, Mex., on July 8, 1907. LDS Univ., Univ. of Utah, George Washington Univ. Entered automobile business in 1939 at Detroit with A.M.A. as Detroit mgr.

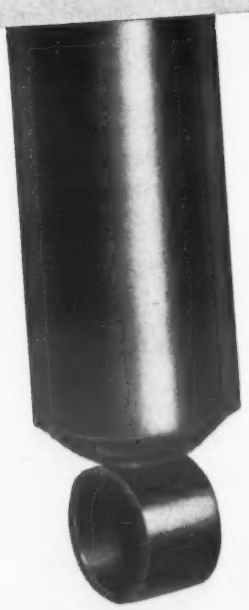
ROOS, DELMAR G., Willys-Overland Motors, Inc., Toledo, O., as first vice-pres., member of the board, and executive committee, and technical advisor. Born New York City, 1911. Cornell Univ., M.E. and E.E. degrees. Entered automobile business in 1912 at Bridgeport, Conn., with Locomobile Co. of America as experimental engr.

ROSHIRT RANDOLPH J., with Bohn Aluminum & Brass Corp. as exec. vice-pres. since 1948. Born Albany, N. Y., Apr. 1, 1893. Cornell, Ch.B. degree. Entered automobile business in 1915 at Detroit with Aluminum Castings Co. as metallurgist.

ROUBIE, KENNETH D., with J. W. Mortell Co. as asst. sls. mgr. since 1942. Born Watertown, N. Y., Oct. 3, 1910. Univ. of D., Clarkson Coll. of Tech., B.S.M.E. Entered automobile business in 1942 at Kankakee, Ill., with J. W. Mortell Co. as sales engr.

DELCO HEAVY-DUTY SHOCK ABSORBERS

For Heavy-Duty Passenger Car Service



Delco heavy-duty shock absorbers are tough to beat no matter how you look at it.

Take quality, for example. Delco shock absorbers are precision-made units that assure balanced ride control even under severe operating conditions.

Take durability. These new Delco shocks are specially designed for rugged duty . . . built to absorb the jars and jolts of the roughest roads for years on end.

Be profit-wise and recommend Delco heavy-duty shock absorbers for all cars used in heavy-duty service. You can quickly and easily replace the shock absorbers of most late-model cars and many older models with these new extra-rugged units—no drilling or special brackets required. Available now for 14 passenger car makes.

Delco Heavy-Duty Shock Absorbers are packaged in pairs, for better merchandising. (Car application data on the label.)

UNITED SERVICE MOTORS

DELCO SHOCK ABSORBERS—
A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

DELCO
HYDRAULIC SHOCK ABSORBERS

AUTOMOTIVE NEWS FAMILY ALBUM

ROW EDGAR C., with Chrysler Corp. of Canada, Ltd., as pres. and general mgr. since Feb., 1951. Born St. Mary's, O., Jan. 10, 1896. Valparaiso Univ. Entered automobile business in 1916 with Dodge Bros. in planning department.

SAFFORD, HERMON F., with Ohio Rubber Co., Willoughby, O., as pres. since 1951. Born Leominster, Mass., Aug. 19, 1894. Worcester Tech., M.I.T., B.S. Mech. Engrg. Entered automobile business in 1946 at Willoughby, O., with Ohio Rubber Co. as exec. vice-pres.

SARVIS, IVAN X., with Chevrolet Motor Div. as asst. gen. sales mgr. since Dec. 17 1947. Born Rose Hill Iowa. Entered automobile business in 1926 at Los Angeles with Chevrolet as representative.

SCHACH, HARVEY E., with Midland Steel Products Co. Research and asst. sales since 1931; sales mgr. Power Brake Div. since 1947. Born Cleveland, O., April 15, 1901. East Tech. Entered automobile business in 1920 at Cleveland with Stearns Motor Co. as exp. engr.

SCHIRMER, E. A. (BUD), with Crowell Collier Pub. Co. as executive vice-pres. since 1950. Born Mt. Vernon, N. Y. Entered automobile business at Detroit in 1935 with Collier's as adv. rep. Now exec. vice - pres. Crowell-Collier, N. Y. City.

ROWE, NORMAN A., with Fruehauf Trailer Co. as adv. mgr. since 1949. Born in London, Eng., March 9, 1911. Wayne Univ. Entered automobile business in 1928 at Detroit with Geo. Harrison Phelps, Inc., as publicity asst.

ST. AUBIN, MYRLE E., with General Motors Corp. as dir. of service sect. since 1944. Born Mt. Clemens, Mich., Oct. 10, 1904. Univ. of Michigan, A.B., B.A. Entered automobile business in 1927 at Pontiac, Mich., with Oakland Motor Car Co. as parts and service rep.

SCALES, RICHARD K., with Ethyl Corp. research laboratories. as dir. of technical service since 1944. Born Newark, N. J., Aug. 12, 1906. Cornell, Ch.B. degree. Entered automobile business in 1929 at Detroit with Ethyl Corp. as research chemist.

SCHAEFER, JOHN H., with Ethyl Corp. as vice-pres. chge. of mfg. dir. since 1943. Born Buffalo, N. Y., Jan. 19, 1902. Univ. of Del., B.S., Mass. Inst. of Tech., M.S. Entered business in 1926 with Ethyl Corp.

SCHLOTMAN, J. B., with Universal Products Co. as pres. since 1948.

ROWLAND, R. M., with DeSoto Div. of Chrysler Corp. as Western sales mgr. since 1945. Born Lewiston, Ill., Aug. 4, 1890. Lombard Coll. Entered automobile business in 1914 at Detroit with Maxwell Motor Co. as chassis lecturer.

ROWOLD, HENRY, with Mack-International Motor Truck Corp. as vice-pres. Born New York City Sept. 16, 1900. High school. Entered automobile business in 1919 at New York with Mack Truck as secy.

ROY, ROSS, with Ross Roy, Inc., as pres. since 1929. Entered automobile business at Janesville, Wis., with Dodge as retail salesman.

RUDD, ROBERT E., with Buick Motor Div., asst. gen. sales mgr. Born Hamilton, Ind., 1906. South Bend Business Coll. Entered automobile industry with Auburn Automobile Co. in 1926; joined Buick in 1940.

RUDE, ALAN G., with Universal C.I.T. Credit Corp. as vice-pres. in charge of sales. Born Hawthorne, N J., 1904. Dover Coll. of Commerce, New York Univ. Entered automobile business in 1925 with C.I.T. Corp. of New York.

RULE, RALPH G., with AP Parts Corp. as pres. since 1939. Born New York City, June 22, 1907. Tri-State Bus. Col. Entered automobile business in 1931 at Toledo, O., with Associated Parts, Inc., as credit mgr.

RYAN, ALFRED C., with Houdaille-Hershey Corp., Detroit. Gen. mgr., Houde Engineering Div., Buffalo, N. Y., since 1945. Born Mankato, Minn., March 26, 1899. Univ. of Notre Dame, Ph.B. Commerce, 1920. Entered automobile business in 1928 at Detroit with Universal Credit Co., on exec. staff.

S.O.S. -Sign Of Superiority -Symbol for Showroom Success

Leading manufacturers of finished products find that products by L. A. Young, included in them, add greatly to their successful showroom acceptance. Your use of any of the following—research developed and quality fabricated by L. A. Young—will give your products greater Showroom Superiority:

For Automotive:

Spring Units (Including Famous Adjustable "Select-O-Seat" Units) and "Flex-O-Lator" Padding
Supports for Seat and Back Cushions . . .
Garnish Mouldings—Decorative Trims . . .
Precision Mechanical Springs—Such
As Valve, Clutch and Brake Springs . . .
Instrument Dash Panel Stampings . . .
Diversified Wire Forms and Stampings . . .

For Home Furnishings:

Inner-Spring Units for Mattresses . . .
Bed Springs of Various Designs . . .
Flex-O-Lator Padding Supports for
Bedding and Furniture Industries . . .

For Appliances:

Refrigerator Shelves and Baskets . . . Oven Racks

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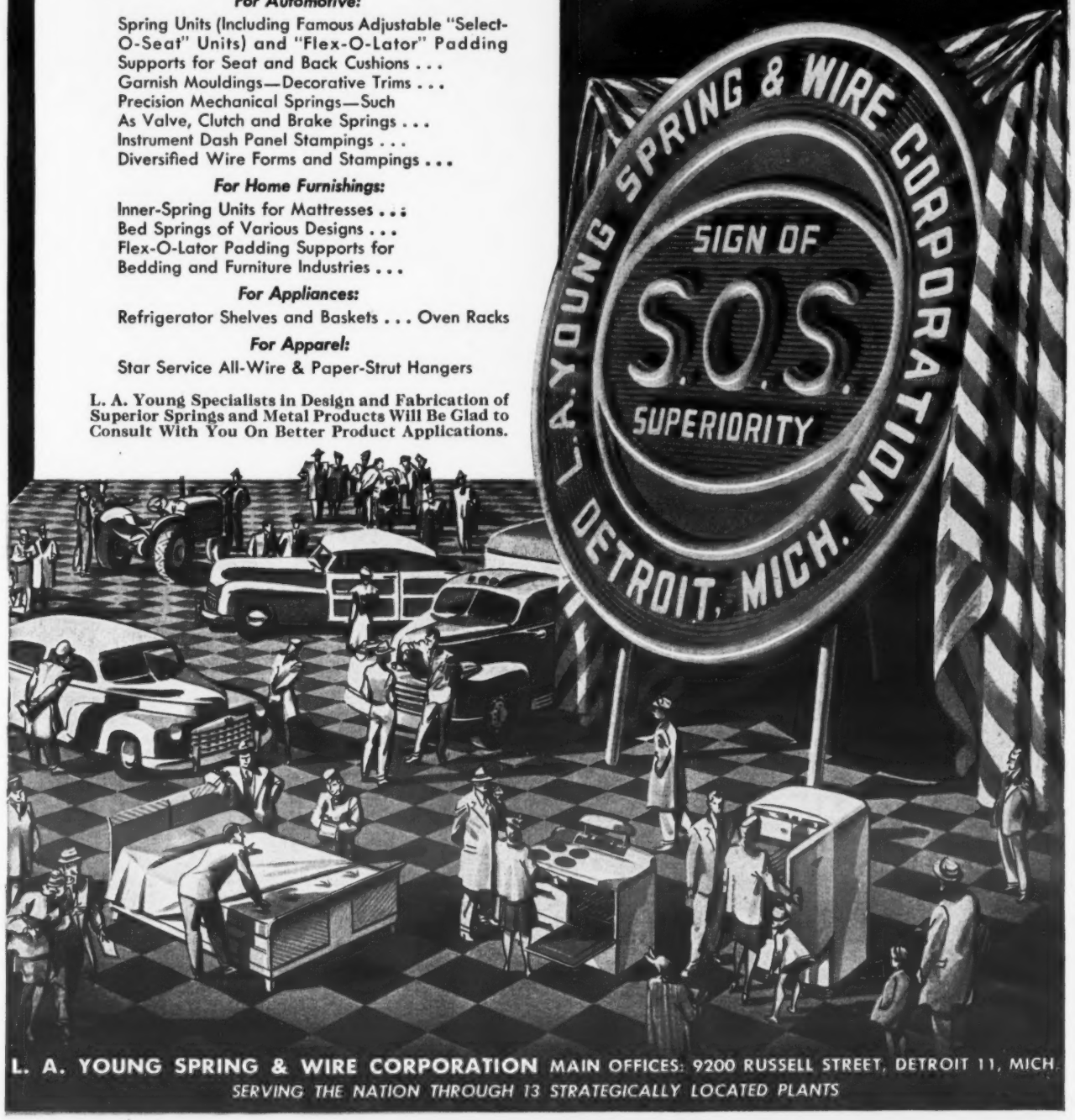

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AUTOMOTIVE NEWS FAMILY ALBUM

SCHMIDT, ERNEST R., app. vice-pres., chge. of mfg. of Budd Co., Jan. 1, 1951. Born Philadelphia Pa., Nov. 12, 1895. Temple Univ. Entered automobile business in 1917 with Budd Co. as timekeeper.

SCHOOLEY, CHARLES (BUD) W., with Cadillac Motor Car Div. as merch. mgr. since 1945. Born in Malta Bend Mo. Entered automobile business in 1928 at Kansas City, Mo., with General Motors Acceptance Corp. as clerk.

SCHULTHEIS, EVERETT M., with Clark Equipment Co. since 1936 as vice-pres. since 1947. Born Seymour, Ind., Aug. 4, 1893. Entered automobile business in 1908 at Indianapolis with Nordyke & Marmon Co. as shop apprentice.

SCHUMANN, JR., JOHN J., with General Motors Acceptance Corp. as pres. since 1929. Entered automobile business in 1919 at New York with General Motors Acceptance Corp. as mgr. finance sls. dept.

SCULLY, FRANK P., with Scully Signal Co. as pres. since 1936. Born Boston, Mass., March 7, 1894. Mass. Inst. Tech., B.S., 1915. Entered automobile business in 1919 in Buffalo with Houdaille Co. as treas.

SCHNEIDER, C. L., Fruehauf Trailer Co. as vice-pres., charge of sales since 1950. Born in Indianapolis, Ind., June 9, 1901. Univ. of Detroit 1920. Entered automobile business at Detroit with Packard Motor Car Co., as draftsman.

SCHOTTERS, FRANK A., with Reynolds Metals Co. as gen. mgr., Parts Div., since 1949. Born Indianapolis, Ind., 1900. Univ. of Cincinnati, M.E. degree. Entered automobile business in 1924 at Indianapolis with McQuay-Norris as engr.

SCHUMACHER, WILLIAM C., with International Harvester Co. as gen. mgr. motor truck div. since 1946. Born White Plains, N. Y., Feb. 27, 1898. Entered automobile business in 1917 at Jacksonville, Fla., with International Harvester Co.

SCOTT, WILLIAM J., with Chevrolet Motor Div. of General Motors Corp. as gen. mfg. mgr. since 1949. Born in Scotland. Entered automobile industry as Chevrolet plant foreman in Flint, Mich., in 1915.

SEASE, FLOYD G., with Nash-Kelvinator Corp., Nash Motors Div., as asst. gen. sales mgr. since 1947. Born Newberry, S. C., Dec. 3, 1898. Univ. of S. C. Entered automobile business in 1921 at Columbia, S. C., with DuPre Auto Co. as office mgr.

SEAVER, LEWIS I., with Federal Motor Truck Co. as asst. gen. sales mgr. since 1944. Dir. adv. and sales prom. Born in Ithaca, Mich., June 15, 1911. Univ. of Detroit, B.S. degree. Entered automobile business in 1944 at Detroit with Federal Motor Truck Co. as asst. sales mgr.

SEEM, DONALD B., with Electric Auto-Lite Co. as adv. mgr. since 1950. Born Starkey, N. Y., July 24, 1911. Univ. of Penn., A.B. Entered automobile business in 1947 at Toledo, O., with Electric Auto-Lite Co. as asst. adv. mgr.

SEIBERLING, J. P., with Seiberling Rubber Co. as pres. since 1938. Chmn. of bd. since 1950. Born Akron, O., July 3, 1898. Princeton Univ., B.S. 1921; Univ. of Michigan Law School, L.L.B. 1927. Entered automobile business in 1922 at Akron with Seiberling Rubber Co. as salesman.

SEIDEL, ROBERT K., with Nash-Kelvinator as parts plant mgr. since 1942. Born Linton, Ind., Dec. 18, 1902. Indiana Univ. Entered automobile business in 1922 at Indianapolis, Ind., with Nash Motors Co. Dist. as service mgr.

SETTLE, BEN B., with Dodge Div., Chrysler Corp., as director of service since 1941 Born Bowling Green, Ky., Nov. 16, 1897. Entered automobile business in 1916 with Dodge Bros. as final road tester.

SHAEFFER, GEORGE D., with Gar Wood Industries, Inc., as vice-pres., dir. of engrg. since 1945. Born Paulding, O., 1896. Ohio Northern Univ., B.S. M.E. degree. Entered automobile business in 1938 at Detroit with Gar Wood Industries as chief engr. road machinery div.

SHAFFNER, W. LAURANCE, with Fleet Sec., G.M. Corp., as dir. fleet sec. since 1946. Born Lansdowne, Pa., 1891. High school and business college. Entered automobile business in 1922 at Pontiac, Mich.

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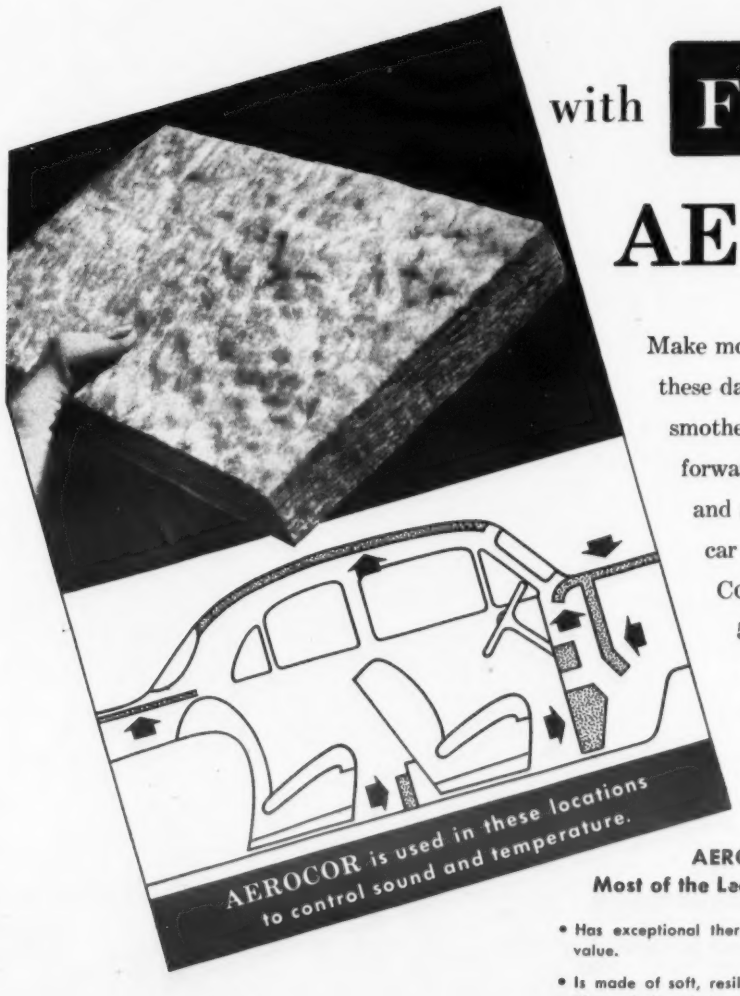

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AUTOMOTIVE NEWS FAMILY ALBUM

SHALLBERG, GUSTAVUS A., with Borg-Warner as gen. counsel since 1928 and as exec. vice-pres. 1942 to Apr., 1950; now chmn. of exec. committee. Born Moline, Ill., 1876. Univ. Mich., LL.B. Entered automobile business in 1915 at Moline with Borg & Beck Co. as gen. counsel.

SLACK, FRED W., with Chrysler Corp., as chief chassis engr. since 1935. Born in Detroit, Mich., in 1889. Central Inst. Cleveland. Entered automobile business in 1904 at Detroit with Packard Motor Car Co. as draftsman.

SLOAN, Jr., ALFRED P., with General Motors since 1918 as vice-pres., pres. and chmn. of board. Born in New Haven, Conn. in 1875 Mass. Inst. Tech. B.S. in elec. engr. Entered automobile business in 1895 at Newark, N. J., with Hyatt Roller Bearing Co. as draftsman.

SMITH, CHARLES J., with Monroe Auto Equipment Co. as dir. vice-pres. in charge of Engrg. since 1945. Born in Sharon, Pa. in 1908. General Motors Inst. of Tech. Entered automobile business in 1930 at Detroit with Packard Motor Car Co. as exp. mech.

SMITH, HERBERT E., with United States Rubber Co. as chairman. Born in San Jose, Cal., Aug. 16, 1889. Washburn Boys' Prep. Sch., Univ. of California. Entered automobile business in 1918 at New York with United States Rubber Co. as branch manager.

SHANK, JOHN A., with Electric Auto-Lite Co., as sales mgr. Parts & Serv. Div. since 1917. Born in Wood Co., O., in 1890. Tri State Business Col. Entered automobile business in 1914 in Toledo, O., with Electric Auto Lite Co. as assm.

SLACK, LYMAN W., Willys-Overland Motors, Inc., as vice-pres. of distribution. Born Nov. 24, 1902, in Atlanta, Ill. Univ. of Michigan. Entered automobile business in 1932. Served Pontiac and Packard. During 13 years at Packard was vice-pres., gen. sales mgr. and dir.

SMEAD, L. W., with Ford Motor Co. since 1921. Now gen. sales mgr. of the Ford div. Attended George Washington University.

SMITH, GUY C., with Brooke, Smith, French & Dorrance, Inc., as secy.-treas. since 1917. Born Fall River, Kans., Oct. 11, 1890. Univ. of Kansas. Entered automobile business in 1919 in Detroit.

SMITH, THOMAS J., with Detroit Harvester Co. as pres. since 1951. Born Arapaho, Okla., Nov. 19, 1905. Stetson U., LL.B. Entered automobile business in 1947 at Detroit with Detroit Harvester Co. as vice-pres. & gen. counsel.

SHERER, JOSEPH S., Jr., with Reo Motors, Inc., as pres. and gen. mgr. (also dir.) since 1948; previously vice-pres. (since 1943). Born Aurora, Ill., Feb. 20, 1900. U. S. Naval Acad., Mass. Inst. of Tech., B.S. degree. Entered automobile business in 1926 at Pontiac with Oakland Motor Car Co. on special assignment.

SHIELDS, JOHN H., with Superior Coach Corp., Lima, O., as pres. since 1948. Born Cridersville. Entered automobile business in 1925 at Lima, O., with Superior Coach Corp. as time study mgr.

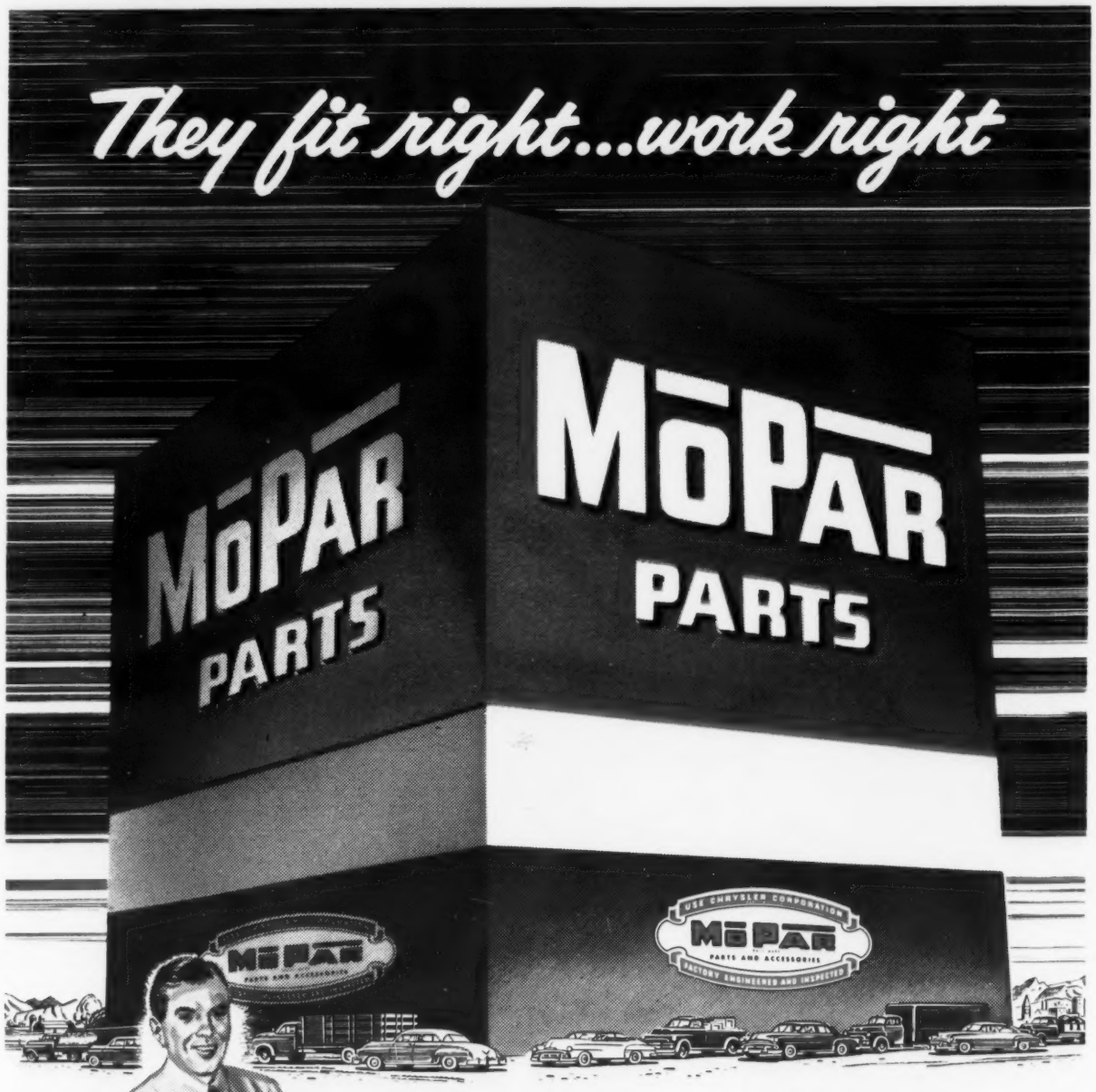
SILCOTT, CLARKE A., with Kaiser-Frazer Corp. as Western div. mgr. since 1949. Born Indianapolis, Ind., in 1907. Univ. of Wisconsin, E.E. degree. Entered automobile business in 1946 at Long Beach, Calif., with Kaiser-Frazer Corp. as gen. supt., production planning.

SIMPSON, WALTER H., gen. mgr. of Ford Motor Co.'s Parts and Equipment Mfg. Div. Born in Clinton, Mich., Sept. 25, 1904. Alumnus of Univ. of Michigan. Joined Ford Motor Co. at the Highland Park plant in 1930.

SINGER, RUSSELL E., with American Automobile Assn. as exec. vice-pres. since 1936. Entered American Automobile Assn. in 1924 in Wash., D.C. as asst. secy.

SKELTON, OWEN R., with Chrysler Corp. as dir. of engrg. since 1924. Born Edgerton, O., Feb. 9, 1886. Entered automobile business in 1905 with the Pope Motor Car Co. in Toledo, O., as a draftsman.

SKINNER, SHERROD E., vice-pres. GM Corp. since 1940, now in charge of the accessories div. group. Born in New Britain, Conn., in 1896. Rensselaer Poly. Inst., Mech. Eng. Entered automobile business in 1930 at Detroit, Mich., with General Motors Corp. as chief engr.



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CHRYSLER MOTORS PARTS CORPORATION, DETROIT, MICHIGAN

AUTOMOTIVE NEWS FAMILY ALBUM

SOELCH, JOHN, with Studebaker as director of purchases since 1949. Born South Bend, Ind. on Jan. 29, 1900. South Bend Business Coll. Entered automobile business in 1924 with Studebaker Corp. as storeroom clerk.

SOMERVILLE, R. C., with Plymouth Motor Corp. as gen. sales mgr. since June, 1947. Born Decatur, Ill., Aug. 31, 1896. Chrysler Conf. of Business Management and Alexander Hamilton Institute. Entered automobile business in 1913 at Detroit, Mich., with Hudson Motor Car Co. as stock clerk.

SORENSEN, CHARLES E., vice-chairman of board with Willys-Overland Motors, Inc., since June, 1944. Born in Copenhagen, Denmark, Sept. 7, 1881. Public schools. Entered automobile business in 1904 at Dearborn, Mich., with Ford Motor Co. as pattern maker.

SPARROW, STANWOOD W., with Studebaker Corp. as vice-pres. in chge. of engrg. since Feb. 1, 1948. Born in Middleboro, Mass., Nov. 18, 1888. Worcester Poly. Inst., B.S. Entered automobile business in 1911 at Chicopee Falls with Stevens-Duryea as tester.

SPENCER, GORDON Z., with Trico Products Corp. as sales-serv. mgr., replacement parts div. since 1931. Born Buffalo, N. Y., Nov. 1, 1901. Colgate Col., A.B. Entered automobile business in 1928 at Buffalo, N. Y., with Trico Products Corp. as serv. mgr.

SOMERS, FRANK R., with Willard Storage Battery Co. as vice-pres. in chge. of sales since 1948. Born Somerdale, O., 1893. High school, business extension. Entered automobile business in 1916 at Cleveland with W.S.B. Co. as asst. credit mgr.

SOMMERLAD, PHIL, with Thompson Products, Inc., as gen. sales mgr., serv. div., since 1947. Born Lincoln, Neb., March 1, 1902. High school. Entered automobile business in 1918 at Lincoln, Neb. with Ford dealer as parts man.

SPANGLER, J. M., with National Carbon Div., Union Carbide & Carbon Corp., as pres. since Feb. 1, 1950. Born Middleburg, Pa., in 1889. Penn State, elec. eng. Entered automobile business in 1915 at Chicago with National Carbon Co., Inc.

SPATTA, GEORGE, with Clark Equipment Co. as pres. since 1945. Born New York City. Entered automobile business in 1927 with Clark Equipment Co. as production engineer.

SPENCER, LEROY, with Packard Motor Car Co. as exec. vice-pres. since Jan. 1, 1951. Born Oct. 6, 1892, Lincoln, Neb. U. of Ill. Entered automobile with Streator Motor Car Co., Streator, Ill., during school vacations as stock clerk.

SPRINGER, CARL P., with J. W. Mortell Co., Kankakee, Ill., as eastern mgr. since 1948. Born Henderson, Ky., Oct. 22, 1902. Dickson High, Dickson, Tenn. Entered automobile business in 1947 at Chicago, Ill., with Quinn Supply Co., as salesman.

STEELE, BRUCE K., with Plymouth Div., Chrysler Corp., as asst. gen. sales mgr. since 1947. Born New York City, March 2, 1893. Entered automobile business in 1919 at Syracuse, N. Y., with Franklin Automobile Co. as dist. clerk.

STEVENS, BYRON F., with Van Auken, Ragland & Stevens as partner since 1944. Born in Chicago, Ill., March 26, 1903. Northwestern Univ. B.S. degree. Entered automobile business in 1932 at Chicago with Van Auken, Ragland, Inc., as copywriter.

STICKEL, H. R., with White Motor Co. as mgr. fleet sales and asst. to vice-pres., chge. sales since 1945. Born Carlisle Springs, Pa. Joined Pa. State Highway Dept. in 1919 and named dir. Motor Vehicle Bureau in 1930.

STOLL, GEORGE E., with Bendix Prod. Div., Bendix Aviation Corp.; vice-pres. since Feb., 1949; elected director, Bendix Aviation Corp., in 1950. Born Lexington, Ky., Nov. 2, 1906. Gulf Coast Mil. Acad., Goshen Coll. Entered automobile business in 1926 at Goshen, Ind., with Engman Co. as foreman of plating depts.

STRANAHAN, R. A., pres. Champion Spark Plug Co. since 1910. Born Buffalo, N. Y., July 7, 1886. Harvard, A.B., 1908.

STRATTON, DON B., with Electric Auto-Lite Co. as vice-pres. since 1939. Born Howell, Mich., March 23, 1899. Univ. of Michigan, Elec. Engrg. degree. Entered automobile business in 1926 in Toledo, O., with Nagel Electric Co. as electrical engr.

AUTOMOTIVE NEWS FAMILY ALBUM

STRICKLAND, SILAS A., with Bower Roller Bearing Co. as pres. since Feb. 18, 1932. Born New Haven, Conn. Entered automobile business in 1910 in Detroit with Packard as engr

TAYLOR, REESE, H., with Union Oil Co. of Calif. as pres. since October, 1938. Born Los Angeles, Calif in July 6, 1900. Public schools. Cornell Univ., Univ. of Calif. Entered automobile business in 1922 with Llewellyn Iron Works.

TEETOR, DON H., with Perfect Circle as vice-pres. chge. of sales since 1944. Born Hagerstown, Ind., 1903. Pomona Coll., Univ. of Illinois, A.B. degree. Entered automobile business in 1926 at Hagerstown with Perfect Circle in inventory dept.

TEETOR, LOTHAIR, with Perfect Circle as chmn. of board since 1946. Born Hagerstown, Ind., 1897. Pomona Coll., Univ. of Wisconsin, Phi Delt Theta fraternity. Entered automobile business in 1920 at Hagerstown with present company.

TELFORD, ROBERT J., with Reo Motor Co. of Canada, Ltd., as vice pres. and gen. mgr. since 1938. Born Belfast, Ireland, June 29, 1902. High school. Entered automobile business in 1921 with General Motors at Oshawa as export insp.

STRITCH, GEORGE J., with B. F. Goodrich Co. as dist. mgr. of automotive, aviation and government divs. since 1936. Born Louisville, Ky., Apr. 7, 1892. High school. Entered automobile business in 1917 in Akron, O., with B. F. Goodrich Co. as salesman.

TEETOR, DANIEL C., with Perfect Circle since 1928. Vice-pres. since 1931. Born Indianapolis, Ind., 1884. Entered automobile business in 1903 with Marion Motor Car Co. as car tester, contest driver and travelling trouble-shooter.

TEETOR, HERMAN C., with Perfect Circle as adv. mgr. since 1946. Born Hagerstown, Ind., 1905. High school, Univ. of Illinois, A.B. Entered automobile business in 1927 with Perfect Circle, handling special assignments in sales.

TEETOR, RALPH R., with Perfect Circle as pres. since 1946. Born Hagerstown, Ind., Aug. 17, 1890. Univ. of Pa., B.S. in M.E., M.E. Entered automobile business in 1903 in Hagerstown, Ind., with Light Inspection Car Co. as mfr. of engines and piston rings.

TERRY, M. B., with American Brakeblok div. as vice-pres. since 1948. Born Brooklyn, Nov. 20, 1905. Entered automobile business in 1926 in New York City with Radiator Specialty Co. as sales rep.

STRUBLE, ALLEN L., with Reo Motors, Inc., as general sales mgr. Born Michigan. Univ. of Michigan. Entered automobile business in 1915 at Alma, Mich., with Republic Truck Co. as auditor.

STUART, EDWARD P., Lincoln Engineering Co. gen. sales mgr. since 1946. Born in St. Louis, Mo., Sept. 30, 1910. Amherst College, Amherst, Mass., A.B. degree. Entered automobile business in 1935 at St. Louis with Lincoln Engineering Co. as sales representative.

SWIFT, STANLEY H., with Swift All Steel Body Co., Inc., as pres. since 1938. Born Saginaw, Mich., Feb. 4, 1910. Ferris Inst. Notre Dame, Univ. of Detroit. Entered automobile business in 1924 at Saginaw with Swift Wood Body Co. as asst.

SWIGERT, ARTHUR M., with Universal Products Co. as vice-pres. in chg. mfg. since 1948. Born Mar. 13, 1902. Entered automobile business in 1930 at Detroit with Chrysler Corp.

TAPSCOTT, CHARLES C., with McQuay-Norris Mfg. Co. as vice-pres. since 1950. Born Hiawatha, Kan., 1898. U. of Ill., A.B. Entered automobile business in 1922 at St. Louis with McQuay - Norris Mfg. Co., as asst. adv. mgr.

TAYLOR, ELLIOTT, with Pacific Finance Corp. as mgr. public relations and adv. since Jan. 16, 1948. Born Chicago, Ill., Aug. 8, 1912. Harvard A.B. Entered automobile business in 1934 in Boston, Mass., with International Harvester Co. (Truck Div.) as advertising man.

TAYLOR, HAROLD M., with Firestone Tire & Rubber Co. as mgr. mfrs. sales dept. since 1915. Born Denver, Col., 1895. public, business college. Entered automobile business in 1915 at Detroit. U.S. Navy 1917-1918.

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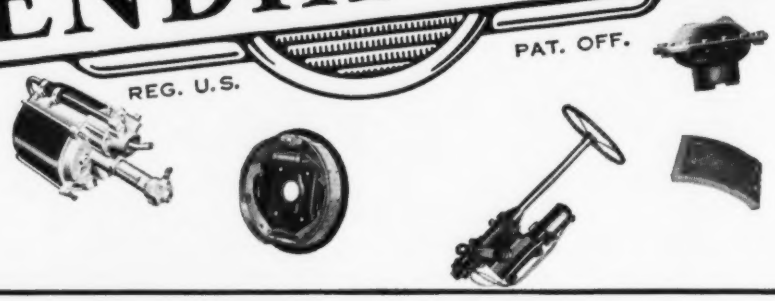

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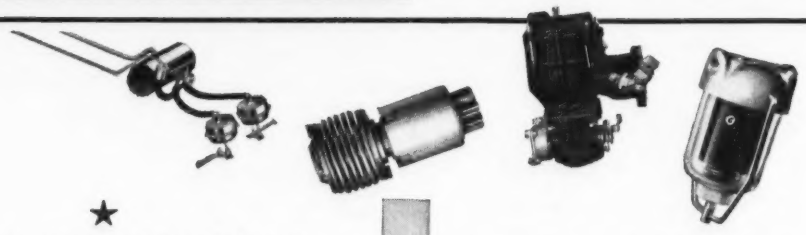

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AUTOMOTIVE NEWS FAMILY ALBUM

THIBAULT, G. WM., with Wheel Weights, Inc., as gen. mgr. since 1948. Born Detroit, July 24, 1917. Sacred Heart Sem. Entered automobile business in 1946 at Detroit with Harley C. Loney Co. as asst. sales mgr.

THOMAS, CECIL B., with Chrysler Corp. as pres. Export Div. since 1942. Born Gibsonburg, O., Oct. 12, 1894. Entered automobile business in 1917 in Jackson Mich. with Briscoe Motor Co.

THOMAS, EDWIN J., with Goodyear Tire and Rubber Co. since 1916, pres. since 1940. Born Akron, Ohio, April 27, 1899. Akron Univ.

THOMAS, ROBERT M., with Perfect Circle as sales mgr. of mfrg. sales since Nov. 1, 1943. Born Pittsburgh Pa., 1899. Cornell Univ. and Carnegie Inst. of Technology. Entered automobile business in 1932 in Hagerstown Ind., with Perfect Circle as secy. and gen. mgr. of Perfect Circle Co., Ltd.

THOMPSON, IRVINE W., with Chevrolet Motor Div. as gen. parts and acc. mgr. since 1947. Born Baltimore, Md., May 29, 1899. One year college. Entered automobile business in 1919 in Baltimore, Md. with Chevrolet Motor Div. as mechanic.

THOMAS, BERNIE F., with Automotive News as associate editor since 1948. Born New York Nov. 28, 1916. Wayne Univ. Entered automobile business in 1946 at Detroit with Automotive News as reporter.

THOMAS, DAVID O., with Bendix-Westinghouse Auto Air Brake Co. as president since 1942. Born Johnstown, Pa., Nov. 22, 1882. High school. Entered automobile business in 1909 at Sharon, Pa., with Driggs-Seabury Ordnance Corp. as shop clerk.

THOMAS, JOHN W., with Firestone Tire and Rubber Co. as honorary chmn. since 1946; president 1932-42; chairman 1942-46; with company since 1908. Born Tallmadge, O., Nov. 18, 1880. Buchtel Coll., B.S. and Hon. D.Sc. Joined Firestone in 1908 as chemist.

THOMAS, ULYSSES L., with Chrysler Corp. as chief body engr. since 1935. Born Beardstown, Ill., Dec. 23, 1891. Entered automobile business in 1910 with Regal Motor Car Co. as draftsman.

THORESON, W. H., with Hudson Motor Car Co. as dir. of overseas operations since 1950. Born in Norway June 23, 1900. General Motors Institute in Norway and New York University. Entered automobile business in 1919 in Norway with Buick Motor Div.

TIBBETTS, MILTON, with Packard Motor Car Co. as vice-pres. and pat. counsel since 1930. Born Washington, D. C., July 27, 1879. Geo. Washington Univ., L.LB. Entered automobile business in 1907 with Packard.

TILT, CHARLES A., with Diamond T Motor Car Co. as chmn. of bd. since January, 1946. Born Chicago, Ill., June 28, 1877. Chicago Univ. and priv. schls. abroad. Entered automobile in 1905 in Chicago, Ill., with Diamond T Motor Car Co. as founder.

TOMLINSON, EMMETT F., with The B. F. Goodrich Co. as gen. mgr., Industrial and General Products Div., since 1943. Born Newark, O., March 14, 1906. Ohio State Univ. Entered automobile business in 1927 at Akron with The B. F. Goodrich Co. as salesman.

TOOKER, JOHN C., with Reo Motors, Inc., as asst. to pres., since 1949. Born Detroit, Mich., July 8, 1906. Mich. St. Coll. Entered automobile business in 1924 at Lansing, Mich., with Reo Motors, Inc., in factory.

TOWLE, H. LEDYARD, with Pittsburgh Plate Glass Co. and Coll. of William and Mary as dir. of color engrg. since 1945. Born Brooklyn, N. Y., Aug. 30, 1890. Pratt Institute, Adelphi Coll. Entered automobile business in 1924 in New York City with DuPont as dir. of Duco Color Advisory Serv.

TRESLAR, GLEN H., Vice-pres. and sales mgr. with Black & Decker Mfg. Co. since 1926. Worked as salesman, branch mgr., asst. sales mgr., then sales mgr. Entered automobile business in 1923 with Buffalo Machinery Sales Corp. Born Mehoopany, Pa., in 1898.

TRIANTAFILLU, HARRY, D., H.D.T. Company Factors, Inc., pres. since 1948 (owner since 1927). Born in Greece, Feb. 10, 1895. Theological college. Entered automobile business in 1927 at White Plains, N. Y. with own company to mfr. Blue Coral.

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The Briggs Manufacturing Company

Detroit, Michigan

AUTOMOTIVE NEWS FAMILY ALBUM

TROENDLY, HARRY P., with Spring Div. Borg-Warner Corp., Bellwood, Ill., as vice-pres. and gen. mgr. since 1940. Born McCook, Neb., Sept. 21, 1897. Univ. of Neb., B.S. of M.E. Entered automobile business in 1923 at Chicago, Ill. with William D. Gibson Co. as research engr.

VANDE WATER, WILLARD L., with GMC & Coach div. General Motors Corp. as truck mdse. mgr. since 1950. Born Holland, Mich., May 4, 1907. Hope Coll. Entered automobile business in 1950 at Pontiac, Mich. with GMC Truck & Coach div. as sls prom. mgr.

VAN NORTWICK, LOREN F., with Dodge Div., Chrysler Corp., as dir. of truck sales since Aug., 1945. Born Detroit, Feb. 17, 1900. Detroit Coll. of Law. Entered automobile business in 1924 at Detroit with Dodge Bros. as clerk in distribution dept.

VAUGHAN, HAROLD G., with Muskegon Piston Ring Co. as vice pres. since 1927. Born in Michigan, 1900. High High school. Entered the automobile business in 1920 at Muskegon with Sealed Power Corp. as tool and die maker.

VENN, WILLIAM S., with Willys-Overland Motors, Inc., as gen. sales mgr. Born in Ludlow, Ky., in 1898. Univ. of Kansas, LL.D. degree. Entered automobile business with Chevrolet as a retail salesman.

TROOST, GEORGE W., with Chrysler Corp. as vice-pres. since 1949 and comptroller since 1947. Born in Canaan, Vt., April 25, 1902. Univ. of Michigan, A.B. Entered automobile business in 1935 with Chrysler Corp., as asst. comptroller.

VAN HALTEREN, FRANK E., with Chrysled Div., Chrysler Corp., as director of service since 1949. Born Grand Rapids, Mich., July 25, 1893. Michigan State Coll. Entered automobile business in 1919 at Racine, Wis. Joined Chrysler Corp. in 1935.

VAN TASSEL, JOHN B., with Automotive News as columnist since 1946. Born in Niagara Falls, N. Y. Entered automobile business in 1926 at Detroit with Packard Motor Car Co. as field analyst.

VEALE, GEORGE W., with Eaton Mfg. Co. as vice-pres. and gen. mgr. since 1940. Born Topeka, Kan., Jan. 9, 1887. High school. Entered automobile business in 1914 at Detroit, Mich., with Timken Detroit Axle Co. as asst. to factory mgr.

VINCENT, JESSE G., with Packard Motor Car Co. as engrg. consultant since Jan. 1, 1951. Born Charleston, Ark., Feb. 10, 1880. U. of Mich. (honorary degree Master of Engrg.) Entered automobile business 1910 at Detroit as chief engr. Hudson Motor Car Co.

UTLEY, ROY W., with Chrysler Corp. DeSoto Div. as dir. of service since 1944. Born Raleigh, N.C., 1894. High school. Entered automobile business in 1914 in North Carolina with C. A. Payne as mech.

VALENTINE, HAROLD P., with Mack Motor Truck Corp., as vice-pres. and export sales mgr. since 1945. Born Rochelle, Ill. Feb. 21, 1905. Harvard B.S. degree. Entered automobile business in 1926 at Detroit with Packard Motor Co. as apprentice.

VALPEY, F. RUSS, with Standard Products Co. as vice-pres. since 1942. Born in Detroit, 1889. High school. Entered automobile business in 1914 at New York with Willys-Overland Co. as factory rep.

VAN BENSCHOTEN, JOHN, with John Van Benschoten, Inc., as pres. since 1900. Born Lagrangeville in 1870. Eastman Coll. Entered automobile business in 1900 at Poughkeepsie, N. Y., with John Van Benschoten, Inc., as pres.

VANCE, HAROLD S., with Studebaker since 1910. Chmn. of board since 1935. Chmn and pres. since April 13, 1948. Born in Port Huron, Mich., Aug. 22, 1890. Entered automobile business in 1910 at Port Huron, Mich., with E. M. F. as mechanic.

vanderZEE, ABRAM, with Chrysler Corp. as vice-pres. in chg. of sales since 1938. Born Jersey City, N. J., Aug. 18, 1893. Business Adm. Entered automobile business in 1914 in New York with Chevrolet Motor Co. as retail automobile salesman.

VanDERZEE, NORMAN K., with Hudson Motor Car Co. as vice-pres. in charge of sales; with Hudson since 1933. Born Jersey City, N. J., June 29, 1898. Business college. Entered automobile business in 1916 in New York City, N. Y., with Chevrolet Motor Co.

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Howard Zink

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Combines highest volume of sales with generous margin of profit.

2 MOST "ASKED FOR" BRAND
Seat cover buyers ask for Howard Zink Seat Covers because of national advertising.

3 MOST PATTERNS AND MATERIALS
The widest range of materials and constructions are available.

4 MOST FOR THE MONEY
Howard Zink Covers install easier, fit better and have greater appearance appeal.

Our Representative Will Tell You The Full Story.
Write Us And We Will Have Him Call On You.

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Beautiful colors in both bold and neat patterns are available in woven saran plastic fabric.

RAYON CLOTHS
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PLASTIC COATED FIBRE FABRICS
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Howard Zink

World's largest manufacturer of auto seat covers

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AUTOMOTIVE NEWS FAMILY ALBUM

VIVIAN, LLOYD R., Ditzler Color Div. Pittsburgh Plate Glass Co. as sales prom. mgr. since 1939. Born in Eagle River, Mich., 1890. Entered automobile business in 1933 at Detroit with Ditzler in sales dept.

WAGSTAFF, JAMES B., with DeSoto Div., Chrysler Corp. as vice pres. in chge. of sales since 1946. Born Ethridge, Tenn., June 4, 1896. Georgetown Univ. Law Sch., LL.B. degree. Entered automobile business in 1915 at Washington, D. C., with Harper-Overland Co. as parts clerk.

WALKER, THEODORE F., with Kent-Moore Organization, Inc., as vice-pres. (prod.) since March 17, 1949. Born Bloomfield, Ind., Oct. 14, 1911. High School; Purdue Univ., B.S., M.E. Entered automobile business in 1933 in Flint with Buick as tool designer.

WALLACE, ROBERT C., with Diamond T Motor Car Co. as exec. engr. since February, 1947. Born Chicago, Ill., June 8, 1903. Lake Forest Acad. and Mass. Inst. of Tech. Entered automobile business in 1927 with Stutz Motor Car Co. in service dept.

WECKLER, HERMAN L., with Chrysler Corp. as dir., vice-pres. and gen. mgr. since 1940. Born Pittsburgh, Pa., 1888. Carnegie Tech. Entered automobile business in 1912 in Flint, Mich., with Buick Motor Co. as mech. supt.

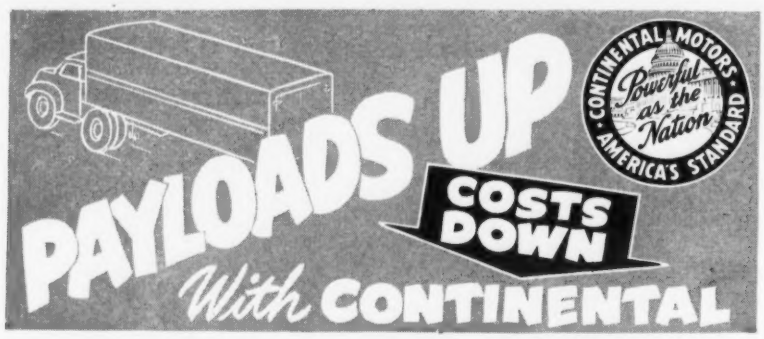
WAGNER, SANFORD M., with Ethyl Corp. as vice-pres., sales and adv., since 1950. Born Williamsport, Pa., Feb. 17, 1888. Rensselaer Polytechnic Inst. Entered automobile business in 1916 in New Jersey with Standard Oil Co.

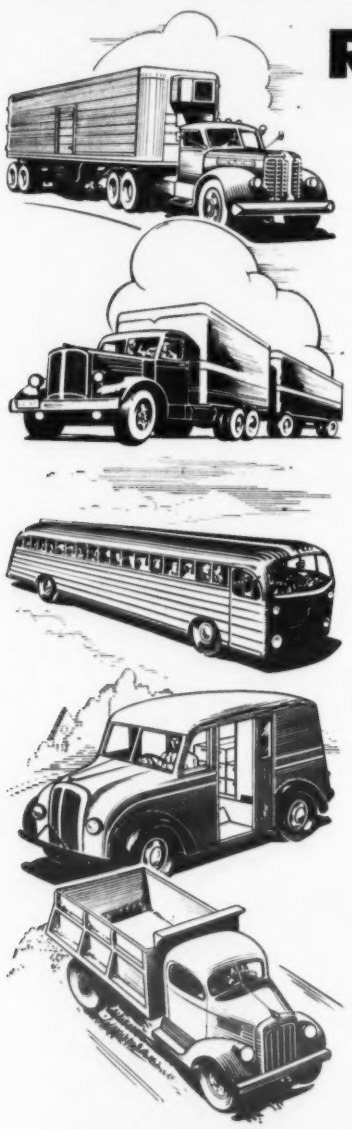
WALKER, GEORGE W., operating own business since 1929. Born Chicago, Ill., May 22, 1897. Cleveland Sch. of Art; Otis Inst. of Los Angeles; John Huntington Polytechnic Sch. Entered automobile business in 1929 at Detroit, Mich., as industrial designer.

WALLACE, DAVID A., with Chrysler Division, Chrysler Corp., as pres. since 1937. Born Castleton, Kan., March 1, 1888. Highland Park Coll. of Engrg. Entered automobile business in 1908 at Wichita, Kan., as owner Kansas Motor Car Co. Joined Chrysler Corp. in 1929.

WALWORTH, WM. M., with Reo Motors, Inc., as chief engr. since 1948. Born Lawrence, Mass., March 19, 1904. Mass. Inst. of Tech., B.S. Entered automobile business in 1927 at Lansing, Mich., with Reo Motor Car Co. as lab. engr.

WEED, FREDERICK G., with Rinshed-Mason Co. as pres. since May, 1946. Born in Norwalk, Conn., Mar. 4, 1896. Valparaiso Univ., B.S. Entered automobile business in 1920 at Detroit, Mich., with Dodge Bros. as chemist.





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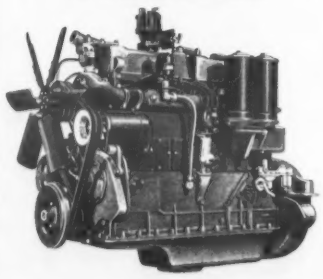
MODEL R-600 HEAVY-DUTY ENGINE

(transportation) Six-cylinder—overhead valve type—for buses, trucks and tractors. Delivers 110 to 160 net horsepower.



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Continental Motors Corporation
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WARD, ELMER L., pres., Goodall-Sanford, Inc., Goodall Fabrics, Inc., and The Palm Beach Co. Born in Boston, Mass., Feb. 25, 1898. Became associated with Goodall-Sanford Mills in 1931.

WEED, HUGH H. C., with Carter Carburetor Corp. as pres. since 1945. Born Stamford, Conn., in 1883. Amherst Coll., A.B. Entered automobile business in 1913 at St. Louis, Mo., with Carter Carburetor Co. as vice-pres. and gen. mgr.

WARD, L. WHITTINGTON, gen. sales mgr. Pontiac since 1946. He was born in Paterson, N. J., June 16, 1892. Attended Columbia U. and joined GM in 1915.

WEED, JACK C., with Automotive News as truck and service editor since 1933. Born in Detroit, March 25, 1891. Pratt Inst. Entered automobile business in 1909 at Pontiac, Mich., with Oakland Motor Car Co. as tester.

WARNER, JOHN A. C., with Society of Automotive Engineers, Inc., as secy. and gen. mgr. since 1930. Born Putnam, Conn., July 12, 1893. Worcester Polytechnic Inst., B.S. in Mech. Sigma Xi, Tau Beta Pi. Entered automobile industry in 1917 with U. S. Bureau of Standards as lab. research asst.

WEEMHOFF, JAY, with Collins & Aikman Corp. as gen. sales mgr. Born Grand Rapids, Mich., Feb. 17, 1896. High school and business college. Entered automobile business in 1919 at Detroit with Fisher Body Corp. in purch. dept.

WARREN, KENNETH W., with Federal Mogul Corp. as sales mgr. since 1946. Born Newark, N. J., June 13, 1902. Stevens Inst. of Tech., M.E. Entered automobile business in 1926 at Detroit, Mich., with Continental Motors Corp. as engr.

WELLOCK, E. S. Since 1949 mgr. of Chevrolet mfg. plants. Born Harbor Beach, Mich, 1895. Graduated mech. engr. Univ. of Mich. 1920. Joined Chevrolet 1923 as draftsman in standards dept., central office staff. Has managed both assembly and mfg. plants.

WATERFALL, THORNTON E., with Chrysler Motor Parts Corp. as vice-pres. and gen. mgr. since 1948. Born Detroit, March 2, 1904. Univ. of Michigan, B.A. degree. Entered automobile business in 1926 at Springfield, O., as pres. of own (Dodge) dealership.

WELSH, SIR WILLIAM, K.C.B., D.S.C., A.F.C. N. Amer. rep. for Society of Motor Manufacturers & Traders (Great Britain) since 1948.

WATSON, C. FRED, with Studebaker Corp. since 1936; now sales prom. mgr. Born Muskegon, Mich. Univ. of Mich., A.B. and Bus. Admin. Entered automobile business in 1910 at Muskegon, Mich., with Continental Motors as cost acct.

WEMHOFF, BERNARD J. (Pete), with Automotive News as editor since 1944. Born Decatur, Ind., Dec. 31, 1910. Univ. of Detroit, B.S. Entered automobile business at Detroit with Automotive News in 1936.

WATSON, JAMES W., with Nash Motors as asst. gen. sales mgr. since 1948. Eastern sales mgr. since June, 1950. Born Marietta, O. Wharton Sch. of Univ. of Pa. Entered automobile business in Michigan and Indiana with Franklin Automobile Co. as service rep. Later with Chrysler as field rep. for Plymouth, DeSoto, Chrysler, and of Oldsmobile for GM.

WETTLAUFER, ELMER G., with Wettlaufer Mfg. Corp. as pres. since 1942. Born Saginaw, Mich., July 8, 1902. High school. Entered automobile business in 1919 with Cadillac Motor Car Co.

AUTOMOTIVE NEWS FAMILY ALBUM

WHEATLEY, JR., JAMES A., with Grey-Rock div. Raybestos-Manhattan, Inc. as sls. mgr., repl. prodts. since 1948. Born Baltimore, Md., Sept. 21, 1892. Entered automobile business in 1919 at Philadelphia with Thermoid Rubber Co. as salesman.

WILLIAMS, FRED E., with Zenith Carburetor Div. Bendix Avia. Corp. as gen. sales mgr. since 1945. Born Bedford, O., in 1902. High school and ext. courses. Entered automobile business in 1917 at Detroit, Mich., with Zenith Carburetor Co. as blueprint boy.

WILLIAMS, WALKER A., appointed vice-pres. sales and adv., Ford Motor Co., Sept. 25, 1950. Formerly gen. sales mgr. Ford Div. Born Wellington, Mo., June 8, 1901. Illinois Univ. Entered automobile business in 1925 at Kansas City with Ford Motor Co. as clerk.

WILSON, CHARLES E., with GM Corp. since 1919, as pres. since 1941. Born Minerva, O., 1890. Carnegie Inst. of Tech. Engineer at Westinghouse 1909-1919. First experience in automobile industry in design of electric-starting motors in 1912.

WILSON, STEVEN B., with Fram Corp. as pres. since 1929. Born Washington, D.C., Dec. 12, 1890. Univ. of Mich., George Washington Univ. Entered automobile business in 1920 at Detroit with McCord Radiator Co. as asst. sales mgr.

WHEATON, FLOYD L., with Bendix-Westinghouse Automotive Air Brake Co. as sales mgr. since May 1, 1943. Born Greenville, Pa., on Dec. 13, 1894. High school. Entered automobile business in 1916 with Scripps-Booth Corp.

WILLIAMS, SELDEN T., pres. A Schrader's Son, inc.; vice-pres. Scovill Mfg. Co. and gen. mgr. of Schrader Div. since 1948. Born Canton, N. Y., Feb. 7, 1892. St. Lawrence U., B.E., M.S.; Worcester Poly. Inst., G.S. in M.E. Entered automobile business in 1906 at Canton, N. Y., with Cook's Island Garage as Mechanic's helper.

WILLIS, FRANK B., with Bendix Products Div. of Bendix Aviation Corp. as office mgr. since 1946. Born Waterloo, Ind. Indianapolis Business University. Entered automobile business in 1900 at Indianapolis, Ind., with Carl G. Fisher Co. as salesman.

WILSON, ROBERT S., with Goodyear Tire & Rubber Co., Akron, O., as vice-pres. and sales mgr. since March 1, 1298. Born in Wooster, O., Jan. 4, 1890. Princeton Univ., B.A. Was graduated in 1910. Entered automobile tire business in 1912 at Akron, O., with Goodyear Tire & Rubber Co. in service dept.

WINANS, EARL W., with Federal Motor Truck Co. as chief engr. since 1931. Born in Columbus, Ind. Purdue Univ., B.S. in M.E. Entered automobile business in 1908 at Hartford, Conn., with Electric Vehicle Co. as draftsman.

WHITE, FRANK M., with Burd Piston Ring Co. since July 1, 1926. Born Dewey, Ill., June 21, 1885. Univ. of Ill., B.S.; Univ. of Wis., M.S. Entered automobile business July 1, 1926, at Rockford, Ill., with Burd Piston Ring Co. and Liberty Foundries Co. first as sales mgr. then pres., 1927.

WHITEHURST, ROLAND, with Electric Storage Battery Co. Vice-pres. in chge. of sales since Oct., 1948. Born Manchester, Eng., 1893. Grade, high school. Entered automobile business in 1908 at New York City with Electric Storage Battery Co.

WHITNEY, DOUGLAS B., with General Motors Corp., gen. mgr. Harrison Radiator Div., Lockport, N. Y. Born Jan. 6, 1893. Started with Harrison March 3, 1919. Served two years as comptroller and treasurer General Aviation Co.

WHITNEY, MAURICE P., with Eclipse Mach. Div., Bendix Aviation Corp., as gen. mgr. since Dec. 1, 1945. Born Seneca Castle, N. Y., Feb. 22, 1896. Syracuse Univ., Coll. of Applied Sci., M.E. degree. Entered automobile business in 1919 at Elmira, N. Y., with Eclipse Mach. Co. as engineer.

WHITTAKER, C. K., with Studebaker Corp. as vice-pres since 1935. Born Springfield, Mo., Nov. 28, 1889. Colorado Col. Entered automobile business in 1911 at Meadville, Pa., with Overland dealer as salesman.

WIBEL, ALBERT M., with Nash-Kelvinator Corp. as vice-pres. since June, 1943. Born Peru, Ind. Univ. of Indiana; Detroit Coll. of Law, LL.D. Entered automobile business in 1912 at Detroit, Mich., with Ford Motor Co. as engineering clerk. With Ford 31 years; vice-pres. and dir, 1941-43.

WILES, IVAN L., with Buick Motor Div. as gen. mgr., vice-pres. of G.M. Born Goodland, Ind., June 13, 1898. Wabash College, A.B. degree. Entered automobile business in 1928 at Pontiac, Mich., with Oakland Motor Car Co. as accountant. Joined Buick in 1932.

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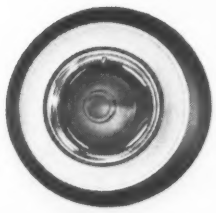
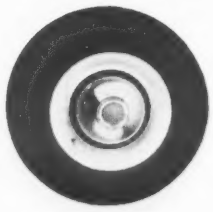


STAINLESS STEEL TRIM RINGS



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AUTOMOTIVE NEWS FAMILY ALBUM

WINDSOR, (BUZZ) E. W., with Sherwin-Williams Co. as gen. mgr. auto. sales since 1945. Born Kenosha, Wis., 1896. Univ. Wis. Entered automobile business in 1920 at Cleveland with United Automotive Body as sales correspondent.

WINKLER, ALBERT H., with Eclipse Machine Div. as chief engr. of Stromberg Carb. div. since Jan. 1, 1948. Born Chicago, Ill., Nov. 7, 1908. Armour Inst. of Tech., B.S. in M.E., M.E professional degree. Entered automobile business in 1930 at South Bend, Ind., with Bendix-Stromberg Carburetor Co. as jr. engr.

WOLFRAM, JACK F., vice-pres. of GM and gen. mgr. Oldsmobile Div. Born Pittsburgh, Dec. 18, 1899. Grade, high school. Entered automobile business in 1921 at Cleveland, O., with Chandler Motor Car Co. as draftsman.

WOODALL, HERBERT J., with Woodall Industries, Inc., as pres. since 1919. Born Detroit, 1893. Detroit Univ. Sch. Entered automobile business in 1913 in Detroit with Cadillac Motor Car Co. as factory messenger.

WORTHINGTON, JOHN A., with Koppers Co., Inc., piston ring dept. as mgr., industrial sales. Born Annapolis, Md., July 5, 1897.

WINE, LYMAN A., with Electric Auto-Lite Co. since 1942; vice-pres. 1951. Born Marion, Ind., July 30, 1895. Grad. Ohio State Univ. Sch. Aeronautics. Entered automobile business in 1919 as salesman for C. M. Hall Lamp Co.

WOLFE, WILLIAM S., with Goodyear Tire & Rubber Co. as factory mgr. (domestic plants) since 1939. Born Pawling, N. Y., Dec. 7, 1890. Marietta Coll., B.A.; Mass. Inst. of Tech., B.S. Entered automobile business in 1912 at Akron, O., with Goodyear Tire & Rubber Co. as development engr.

WOOD, W. A., with Aetna Ball and Roller Bearing Co. as pres. and treas. Born Chicago, Ill., Dec. 31, 1897. Iowa State Coll. Entered automobile business in 1922 in Chicago, Ill., with Aetna Ball and Roller Bearing Co.

WOOLSON, L. IRVING, with Chrysler Corp. as vice-pres. in chge. mfg. DeSoto Div. since 1951. Born New York City, June 27, 1904. Cornell Univ., M.E., 1926. Entered automobile business with Maxwell Motor Co. in 1924 as an assembler.

WRIGHT, BEN T., past president, NADA. Born Chicago, Ill., March 2, 1893. High school. Entered automobile business in 1911 at Detroit with Abbott Detroit as mechanic.

WRIGHT, ELLIS J., with Miller Mfg. Co. as sales mgr. since 1938. Born Forest, Ontario, Can., Dec. 16, 1909. Technical, night college, Wayne Univ., Detroit. Entered automobile business in 1926 at Detroit with Miller Tool & Mfg. Co. as tool design draftsman.

YNTEMA, THEODORE O., with Ford Motor Co. as vice-pres. finance since March 24, 1949. Born in Holland, Mich., April 8, 1900. Hope Coll., Univ. of Ill., Univ. of Chicago, Harvard, Univ. of Chicago Economics; C.P.A. in Ill. Entered automobile business as consultant to Ford in 1947.

YOUNG, FRED M., with Young Radiator Co., Racine, Wis., as pres. and gen. mgr. since 1928. Born Muskegon, Mich., April 29, 1894. Grade school and special courses. Entered automobile business in 1913 at Muskegon, Mich., with Wright Cooler & Hood Mfg. Co. as apprentice.

YOUNG, THOMAS H., with United States Rubber Co. as dir. of adv. since 1939. Born Boston, Mass., March 12, 1893. High school. Entered automobile business in 1916 at N. Y. C. with United States Rubber Co. as mgr. trade record dept.

YOUNGREN, HAROLD T., with Ford Motor Co. as vice-pres. of engrg. since 1946. Born Oakland, Calif., May 1, 1892. Entered automobile business in 1912 at Sheboygan Falls, Wis., with Falls Motor Co. as draftsman.

ZEDER, JAMES C., with Chrysler Corp. as dir. of engrg. and research since May, 1950. Pres. Chrysler Inst. of Engrg. Born Bay City, Mich., April 17, 1900. Univ. of Michigan, B.S. M.E.; Univ. of Dayton, Dr. of Engineering. Entered automobile business in 1922 at Detroit with Maxwell Motors as mechanic.

ZIESMER, GEORGE F. Past pres., National Automobile Dealers Assn., 1949. Born at Marshall, Minn., July 15, 1895. MacAlester College, St. Paul, Minn. Entered automobile business in 1924 at Northfield, Minn., as Ford dealer.

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**1950 Crowell-Collier Automotive Survey, No. 14.*

H. A. PATTERSON
Detroit Representative

THE American MAGAZINE

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Publishers of The American Magazine, Collier's and Woman's Home Companion — a Market of 9,700,000 Families.

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ANDERSON, Harry A., mgr., The Branham Co., 7-236 General Motors Bldg. Representing 21 newspapers.

ANDERSON-SMITH, B. C., The John Budd Co., 642 Book Bldg. Representing 14 newspapers.

ARMITAGE, CLAYTON P., 8-257 General Motors Bldg, Detroit 2, Mich. Farm Journal, Inc.

BAKER, JOHN H. Jr., Free Press Bldg., Detroit, Mich. Chicago Daily News.

BATES, WALLACE E., 1975 Penobscot Bldg. Chicago Tribune.

BEST, HIL F., 800 Transportation Bldg. Vice-pres. in chg. of western operations, Fred Kimball, Inc. (newspapers); American Poultry Journal; The American Bottler; Farm Quarterly and Extension magazine.

BURKE, JOHN D., Detroit mgr., Hearst Adv. Service, 6-229 General Motors Bldg., Detroit 2, Mich. Representing 10 Hearst newspapers and Pictorial Review.

CHAFFIN, EDWARD J., 1808 Fisher Bldg., Publication mgr., The Saturday Evening Post.

CODY, FRED K., 8-240 General Motors Bldg. Quick Magazine.

CORSON, D. M., Moloney, Regan & Schmitt, Inc., 7-221 General Motors Bldg. Representing 15 publications.

DAVIDSON, THEODORE A., 3-101 General Motors Bldg. The Christian Science Monitor.

deBEAUBIEN, PHIL F., 1712 Fisher Bldg., Detroit, Mich. Good Housekeeping Magazine.

DIX, GEORGE S., 1457 Penobscot Bldg., Detroit 26, Mich. The Philadelphia Inquirer.

DONOHUE, JOHN, National Broadcasting Co., 622 W. Lafayette, Detroit 26, Mich. District sales manager, radio.

DOTY, H. FAIRCHILD, 3-140 General Motors Bldg., Detroit 2, Michigan. Popular Mechanics Magazine.

FIELD, CHARLES B., with Curtis Publishing Co. as manager Detroit branch.

FORBES, BRUCE C., vice-pres. B. C. Forbes & Sons Publishing Co., 5-116 General Motors Bldg., Detroit 2, Mich. Forbes Magazine.

GRAF, GENE, 1713 Fisher Bldg., Detroit, Mich. Detroit mgr. and automobile editor, New York Mirror.

GROSS, WALTER, NBC television, 3175 Penobscot Bldg., Detroit 26, Mich. Detroit mgr.

HAMMEN, JAY L., 3975 Penobscot Bldg., Detroit 26, Mich. Parade Publication, Inc. Detroit mgr.

HIGGINS, JAMES J., 1763 Penobscot Bldg., Detroit 26, Mich. Texas Daily Press League, Inc.; Arkansas Dailies, Inc.

HOOD, CHARLES C., 1808 Fisher Bldg., Detroit, Mich. Publication mgr., Holiday.

HURLBUT, CARL O., 1006 Fisher Bldg., Detroit 1, Mich. U. S. News and World Report.

HUTTON, DONALD S., 902 Fisher Bldg., Detroit 2, Mich. Columbia Broadcasting System, Inc.

JONES, JAMES B., Scripps - Howard Newspapers, 5-257 General Motors Bldg., Detroit 2, Mich. Representing 20 newspapers.

KELLY, FRANK J., 1900 Fisher Bldg., Detroit 2, Mich. Time Magazine.

KENT, JACK F., vice-pres. and Detroit mgr., Ward-Griffith Co., Inc., 3-221 General Motors Bldg., Detroit 2, Mich. Newspaper representatives.

LAINE, MAURICE D., 1808 Fisher Bldg., Publication mgr., Country Gentleman.

LEMPKE, LESLIE C., 1808 Fisher bldg., Detroit, Mich. Publication mgr., Ladies' Home Journal.

LUNDALE, J. W., Ridder-Johns, Inc., 850 Penobscot Bldg., Detroit, Mich. Detroit mgr. 4 newspapers.

LUSK, O. E., 2970 W. Grand Blvd., Detroit, Mich. Elks Magazine.

MATTIMORE, W. J., 8-240 General Motors Bldg., Detroit 2, Mich. Look Magazine.

McDONOUGH, F. J., 5-230 General Motors Bldg., Detroit 2, Mich. Detroit mgr., American Weekly.

McGUINEAS, M. O., Detroit mgr., Kelly-Smith Co., 713 New Center Bldg., Detroit 2, Mich. Representing 29 newspapers.

METZGER, HOYT (RED)) 3-255 General Motors Bldg. Newsweek Magazine.

MILLER, LUKE E., 1701 Fisher Bldg., Detroit 2, Mich. Meredith Publishing Co., Successful Farming, Better Homes & Gardens.

NORTHRUP, LAYTON L., McCall Corp., 1007 Fisher Bldg., Detroit 2, Mich. McCall's Magazine.

(Continued on page 149)

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. . . Media Men in Automobile Capital . . .

(Continued from page 147)

PEQUINOT, PAUL H., 3049 E. Grand Blvd., Detroit 2, Mich. Mgr. Detroit office, Scheerer & Co. Indiana League of Home Dailies, Michigan League of Home Dailies.

ROBERTS, PRESTON, mgr., Detroit office, O'Mara & Ormsbee, Inc., 640 New Center Bldg., Detroit, Mich. Representing 14 newspapers.

RUPRECHT, PHILLIP, 2980 Penobscot Bldg., Detroit 26, Mich. Vice-pres, McGraw-Hill Publishing Co.

SAMPSON, DAVID E., Detroit mgr., Jann & Kelley, Inc., 926 Buhl Bldg., Detroit 26, Mich. Representing 23 newspapers.

ST. CLAIR, JOHN P., Time, Inc., 1900 Fisher Bldg., Detroit, Mich. Life Magazine.

SCOLARO, JOSEPH R., of Osborn, Scolaro, Meeker and Scott, 8-241 General Motors Bldg., Detroit 2, Mich. Representing 8 newspapers and Grit Magazine.

SHAFER, JACK, mgr., West-Holliday Co., Inc., 508 Penobscot Bldg., Detroit, Mich. Represents daily newspapers in the Pacific Coast, Rocky Mountain and Midwestern states.

STALL, DAN M., 1900 Fisher Bldg., Detroit 2, Mich. Time Magazine.

STEVENS, CLARK H., Sawyer-Ferguson-Walker Co., 1630 Guardian Bldg., Detroit, Mich. Representing 16 newspapers.

TRUDE, SAMUEL H., 5-270 General Motors Bldg., Detroit 2, Mich. Mgr., Detroit office, This Week Magazine.

VAN HORN, HAROLD H., 1626 Guardian Bldg., Detroit 26, Mich. Sports Afield.

VAN HORN, J. EDWARD JR., 1900 Fisher Bldg., Detroit 2, Mich. Fortune Magazine.

WOODRUFF, ROBERT N., Crowell-Collier Publishing Co., 3-161 General Motors Bldg., Detroit 2, Mich. American Magazine, Collier's, Woman's Home Companion.

Air Over Hydraulic in its Simplest Form!

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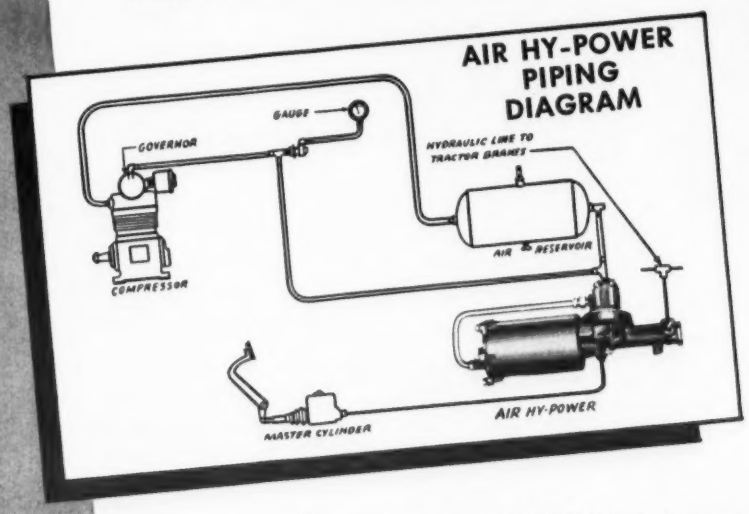

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★ ADAPTABLE TO ALL HYDRAULIC CONTROLS.
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★ PROVIDES PASSENGER CAR BRAKE GRADUATION AND "PEDAL FEEL" FOR BOTH LIGHT AND HEAVY UNITS.
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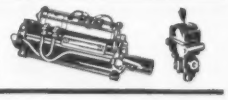

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Arizona Automobile Dealers Assn., 214 Industrial bldg., Phoenix, Ariz., **CLINTON A. STEINHOFF**, manager.

Arkansas Automobile Dealers Assn., Inc., 108 W. Ninth st., The Remmel bldg., Little Rock, Ark., **GEORGE H. BENJAMIN**, secretary-manager.

Brooklyn and Long Island Automobile Dealers Assn., Inc., Hotel Granada, 268 Ashland pl., Brooklyn 17, N. Y., **C. RAY PALMER**, executive vice-president.

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Detroit Auto Dealers Assn., 4600 Cass ave., Detroit, Mich., **PAUL T. GRAVES**, executive vice-president.

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Michigan Automobile Dealers Assn., 516 Olds Tower, Lansing, Mich., **FRANK W. HERRICK**, executive secretary.

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New Jersey Automotive Trade Assn., 24 Branford pl., Newark 2, N. J., **OTTO P. HENNEBERGER**, business manager.

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Automobile Merchants Assn. of New York, Inc., Park Sheraton hotel, New York, N. Y. **JOSEPH W. FARLOW**, executive vice-president.

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(Continued on page 150)

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. . . Managers of State Dealer Associations . . .

(Continued from page 149)

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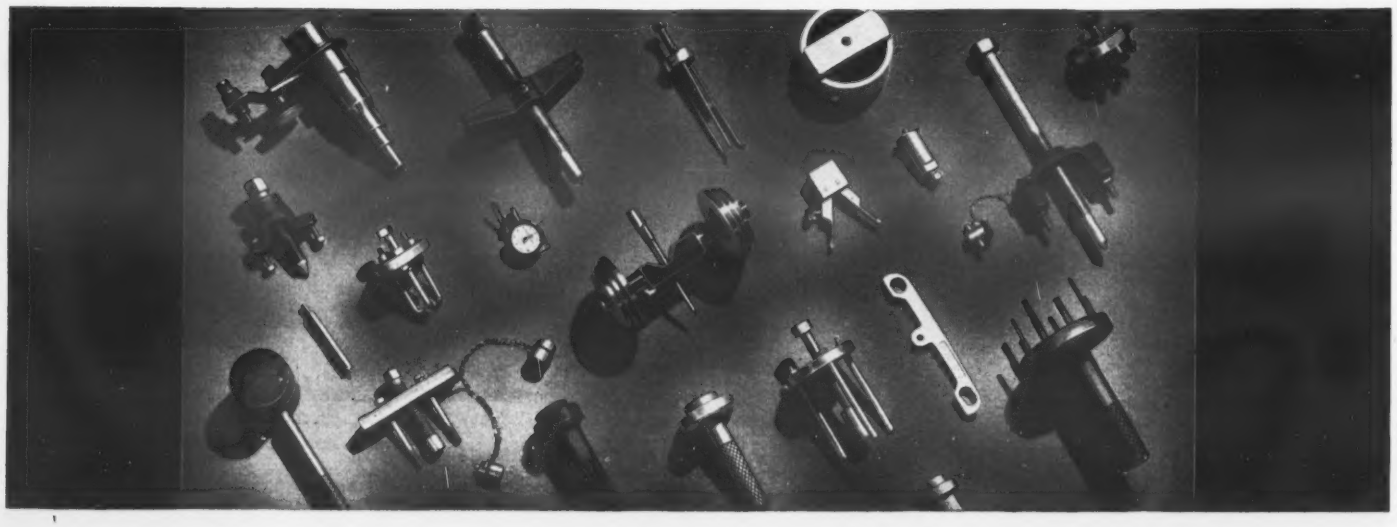

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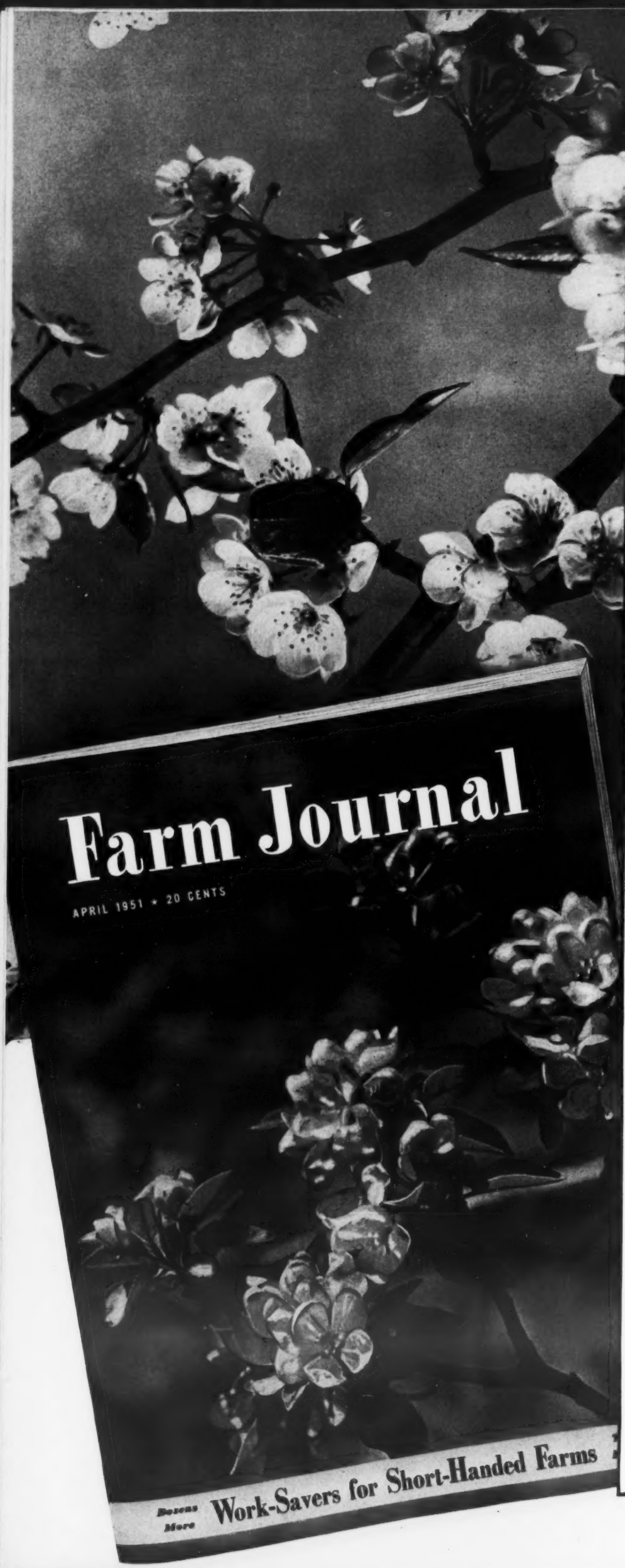

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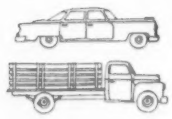

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WHO'S WHO IN THE AUTOMOTIVE INDUSTRY

A Complete Roster of the Manufacturers of Passenger Cars, Trucks, Parts and Accessories, Products Made, Officers, Detroit Representatives and Advertising Agents

In revising its Who's Who listing for the 1951 Automotive Almanac, Automotive News has spared no effort to make it the most complete and accurate directory of the industry available. Listings have been supplied, or corrected, by the officers of the corporations themselves. Naturally, as always occurs in compiling directories of this sort, oversight on our part or failure to cooperate on the part of a few companies and corporations, may have resulted in omissions or errors here or there. We would appreciate having any such mistakes called to our attention so that they may be corrected in later issues.—The Editor.

A

AC SPARK PLUG DIV. of General Motors, 1300 N. Dort Highway, Flint 2, Mich. Air cleaners and gauges; ammeters, backfire deflectors; carburetor intake silencers, crankcase breathers; die castings; flexible shaft assemblies; fuel oil filters; fuel and vacuum pumps; gasoline gauges, strainers; ignition cable terminals; instrument panels; oil filters, elements; oil gauges; radiator pressure caps; spark plugs, cleaners, tools; testers; speedometers, speedometer and tachometer drive adaptors; tachometers; thermo gauges; vacuum pumps; voltmeters. George Mann jr., gen. mgr.; C. W. Crick, gen. prod. mgr.; Harry C. Young, Comptroller; John C. Hines, gen. sales mgr.; Earl McGinnis, sales prom. mgr.; Frank E. Ray, adv. mgr.; Maurice W. Gotthelf, dir. of Pub. Rel.; C. Harold Munson, gen. svc. mgr.; H. R. Wells, dir. of Purch.; C. W. McKinley, cnief eng. of automotive products; Taine G. McDougal, chief engr. of spark plug production and research; W. A. Bychinsky, chief ignition engr. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. Trueman Campbell, acct. exec.

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ALMETAL UNIVERSAL JOINT CO., 1555 E. 55th st., Cleveland 3, O. Universal joints, propeller shafts. E. P. Rollings, pres., gen. mgr.; C. D. Warnick, vice-pres., sales mgr.; A. J. Ilg, secy., treas.; W. J. Murtaugh, works mgr.; E. E. Nygren, chief engr.; H. J. Burmeister, pur. agt. F. C. Wills, traffic mgr.

ALUMINUM ALLOYS CORP., 6650 W. Walton ave., Detroit 10, Mich. Aluminum castings—sand and permanent molds; automotive and aeronautical pistons; Ray Day pistons. Ray E. Day, pres.; Stanley R. Day, vice-pres. & gen. mgr.; L. R. Tower, secy.; Charles Holdsworth, treas. & pur. agt.; Stanley R. Day, sales mgr.; Harry Kunkler, chief engr.; Patrick W. Kennedy, traffic mgr.

ALUMINUM CO. OF AMERICA., Gulf Bldg., Pittsburgh 19, Pa. Aluminum sheet, Alclad sheet, wire, cable, castings, forgings, plate, extruded shapes, rod and bar, structural shapes, screw machine products, rivets, impact extrusions, tube, pistons. Roy A. Hunt, pres.; J. R. D. Huston, secy.; Gordon W. Cameron, treas.; F. L. Magee, vice-pres., prod. mgr.; I. W. Wilson, senior vice-pres. in chg. of operations; R. V. Davies, vice-pres. and sales mgr.; Arthur P. Hall, dir. of pub. rel. and adv.; M. R. Kambach, adv. mgr.; Thomas D. Jolly, vice-pres., cf. engr.; Ralph O. Keefer, pur. agt. **Mgr. of Auto Sales**—Frank C. Barrows, 1027 Fisher bldg., Detroit, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. B. W. Schellenbach, acct. exec.

ALUMINUM INDUSTRIES, INC., 2438 Beekman st., Cincinnati 25, O. Aluminum castings, steel parts, aluminum paints and varnishes, aluminum pistons, piston pins, valves and water pumps. Harry J. Hater, pres., gen. mgr.; M. A. Beckmann, vice-pres.; E. F. Eckerle, secy.; F. X. Karle, treas.; W. J. Klayer, works mgr.; R. G. Tessendorf (automotive and industrial div.), L. B. Paris (paint and varnish div.), J. J. Boyle (automotive replacement parts div.), sales mgrs.; Bruce V. Keller, adv. mgr.; J. M. Mayer, serv. mgr.; W. J. Brinkman, chief engr.; W. H. Hodeck, traffic mgr.; B. V. Keller, pub. rel. mgr. **Det. Rep.**—B. J. Plumley, 809 New Center bldg. **Adv. Agcy.**—The Keelor & Stites Co., Cincinnati 2, O. P. R. Hume, acct. exec.

ALVIN PRODUCTS, INC., 20-22 Houghton st., Worcester 4, Mass. Cold metal solder and filler for auto-body repairs and industrial use, plastic impregnated, fabric patch. C. C. Turner, pres., treas. & gen. mgr.; William R. Mohler, sales mgr.; Ross Barzelay, asst. sales mgr.; A. F. Mulcahy, pur. agt. **Adv. Agcy.**—Ad-Craft, Worcester Mass. Albert J. Charron, acct. exec.

ALVORD-POLK TOOL CO., Millersburg, Pa. Reamers, milling cutters, end mills, counterbores, spotfacers. M. Edw. Wilt, pres., treas., gen. mgr.; W. A. Shatto, vice-pres.; George W. Wilt, secy.; N. E. Dubendorf, works mgr.; O. R. Epler, sales mgr., pur. agt. **Det. Rep.**—W. C. Kettenring, 2520 Stanley ave.

AMALIE DIV., L. SONNEBORN SONS, INC., New York 10, N. W. Amalie Pennsylvania motor oil, greases and lubricants. Dr. Ferdinand Sonneborn, pres.; Dr. F. W. Breth, Gustave Schinder, vice-pres.; R. G. Sonneborn, secy. and treas.; Lee R. LaViez, sales mgr.; W. E. Hoyer, adv. mgr.; H. M. Wogisch, pur. agt.

AMERICAN AUTO - FELT CORP., 617 Crosby st., N. W., Grand Rapids 4, Mich. Pads and padding, cotton batts, cotton and automotive sewed parts. W. W. Hoagland, pres.; Carl H. Richards sr., vice-pres.; Joseph Ginsburg, secy., treas.; H. C. Ripley, asst. treas. **Det. Office**—1526 Buhl bldg.

AMERICAN BOSCH CORP., 3664 Main st., Springfield 7, Mass. Donald P. Hess, pres.; Foster N. Perry, exec. vice-pres.; William J. Harris, Sidney E. Miller, W. Chester Robinson, vice-presidents; Jackson R. Holden, secy.-treas.; F. Maier, mgr. order and contract dept.; Charles C. Collins, mfrs. sales mgr.; F. J. Mackey, serv. sales mgr.; Raymond L. Vaughn, adv. mgr.; Fred Behrens, serv. mgr.; Sumner L. Young, pur. agt.; Charles Schlauch, traffic mgr. **Det. Rep**—E. K. VonMenters, Maccabees bldg., 5057 Woodward ave., Detroit 2, Mich. **Adv. Agcy.**—Humbert & Jones, New York, N. Y. Ralph C. Jones, acct. exec.

AMERICAN BRAKEBLOK DIV., American Brake Shoe Co., 4600 Merritt ave., Detroit 9, Mich. W. T. Kelly jr., pres.; M. B. Terry, vice-pres.; U. B. Grannis jr., mgr., equip. sales; G. A. Weller, mgr., replacement sales; H. M. Siverts, asst. mgr., replacement sales; D. K. Rennie, wks. mgr.; G. C. Maul, local pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. Edwin Howe, acct. exec.

AMERICAN BRAKE SHOE CO., Kellogg Div., 97 Humboldt st., Rochester 9, N. Y. Air compressors, paint spray equipment. W. T. Kelly jr., pres.; H. J. Rainey, vice-pres.; W. H. Starbuck, vice-pres.; J. R. Pauline, wrks. mgr.; F. L. Cogswell, gen. sales mgr.; W. F. Dammert, serv. mgr.; B. W. Mantle, chief engr.; D. B. Judd, pur. agt.; J. E. Foley sr., adv. mgr. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York. Ted Browne, acct. exec.

AMERICAN BRASS CO., 414 Meadow st., Waterbury 20, Conn. Copper, brass, bronze, nickel, silver and other copperbase alloys in the form of sheets, wire, rod, seamless tubes, special shapes and die pressed forgings. A. H. Quigley, chmn. bd.; J. A. Coe jr., pres.; E. M. Blesser, secy.-treas.; W. M. Moffatt, exec. vice-pres.; E. B. Tracy, gen. sales mgr. **Det. Br.**—174 S. Clark ave.

AMERICAN CAN CO., 100 Park ave., New York 17, N. Y. Auto coil tubes; antifreeze, motor oil, auto polish (wax, liquid and paste), tire patch, radiator cleaner, fuse, enamel, paint, touch-up and fuel additive cans. C. H. Black, pres.; L. W. Graaskamp, vice-pres. sales; E. Hoffman, secy.-treas.; F. G. Jewett, sales prom. mgr. **Det. Rep.**—R. D. Folk, 7430 Second blvd. **Adv. Agcy.**—Young & Rubican, New York, N. Y. C. G. Pratt, acct. exec.

AMERICAN CHAIN DIV., American Chain & Cable Co., Inc., 454 E. Princess st., York, Pa. Tire chains, farm tractor chains, cotter pins, towing and sling chains, tire chain tools, tire chain repair parts. W. F. Wheeler, pres.; C. N. Johns (N.Y.), A. P. Hall (N.Y.), W. D. Kirkpatrick (York, Pa.), vice-pres.; A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; J. J. Thiebauth (York, Pa.), prod. mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AMERICAN EAGLE SPARK PLUG CO., 3205 Barlum Tower bldg., Detroit 26, Mich. Spark plugs, auto accessories. Mack J. Biederman pres. and gen. mgr.; T. Llewellyn, exec. vice-pres. and gen. sales mgr.; D. Strugar, works mgr.; T. Llewel-

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Auto Industry Organizations

AMERICAN AUTOMOBILE ASSOCIATION, Pennsylvania Ave. at 17th St., Washington, D. C. *Executive Vice-President,* Russell E. Singer.

AMERICAN FINANCE CONFERENCE, Suite 1200, 176 W. Adams St., Chicago 3, Ill. *Executive Vice-President,* Thomas W. Rogers.

AMERICAN IRON AND STEEL INSTITUTE, 350 Fifth Ave., New York 1, N. Y.

AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y.

AMERICAN SOCIETY OF BODY ENGINEERS, INC., Rackham Memorial Bldg., Detroit 2, Mich.

AMERICAN TRUCKING ASSOCIATIONS, INC., 1424 16th St., N.W., Washington, D. C. *Managing Director,* John V. Lawrence.

ASSOCIATION OF AMERICAN BATTERY MANUFACTURERS, INC., 2706 First Central Tower Bldg., Akron 8, Ohio. *Commissioner,* V. L. Smithers.

AUTO ENGINE REBUILDERS ASSOCIATION, 419 N. Capitol Ave., Indianapolis 4, Ind. *Executive Vice-President,* R. E. Patterson.

AUTOMOBILE MANUFACTURERS ASSOCIATION, 320 New Center Bldg., Detroit 2, Mich. *General Manager,* William J. Cronin.

AUTOMOBILE OLD TIMERS, INC., 22 E. 38th St., New York, N. Y. *Secretary,* Frederick H. Elliott.

AUTOMOTIVE ACCESSORIES MANUFACTURERS OF AMERICA, 501 Hardt Bldg., Philadelphia, Pa. *Manager,* Herman L. Erlichman.

AUTOMOTIVE AFFILIATED REPRESENTATIVES, 17 W. 60th St., New York 23, N. Y. *Executive Secretary,* Ed L. Lee.

AUTOMOTIVE AND AVIATION PARTS MANUFACTURERS, INC., 820 Michigan Bldg., Detroit 26, Mich. *General Manager,* Frank Rising.

AUTOMOTIVE SAFETY FOUNDATION, INC., 700 Hill Bldg., Washington, D. C. *President,* Pyke Johnson.

AUTOMOTIVE TRADE ASSOCIATION MANAGERS, 35 E. Wacker Dr., Chicago 1, Ill. *Secretary,* Edward L. Cleary.

INTER-INDUSTRY HIGHWAY SAFETY COMMITTEE, 1026 17th St., N.W., Washington 6, D. C. *Managing Director,* M. R. Darlington Jr.

MOTOR AND EQUIPMENT MANUFACTURERS ASSOCIATION, Fisk Bldg., 250 W. 57th St., New York 19, N. Y. *General Manager,* A. H. Eichholz.

MOTOR AND EQUIPMENT WHOLESALERS ASSOCIATION, Jackson-Franklin Bldg., Chicago 6, Ill. *General Manager,* B. W. Ruark.

NATIONAL ASSOCIATION FOR STOCK CAR AUTO RACING, Selden Bldg., Daytona Beach, Fla. *Secretary,* William R. Tuthill.

NATIONAL ASSOCIATION OF INDEPENDENT TIRE DEALERS, INC., 1302 18th St., N.W., Washington 6, D. C. *General Manager,* Winston W. Marsh.

NATIONAL ASSOCIATION OF MOTOR BUS OPERATORS, 839 17th St., N.W., Washington 6, D. C. *Secretary-Manager,* A. W. Koehler.

NATIONAL AUTOMOBILE DEALERS ASSOCIATION, 1026 17th St., N.W., Washington 6, D. C. *Manager,* M. Robert Deo.

NATIONAL AUTOMOTIVE PARTS ASSOCIATION, 705 Fox Theater Bldg., Detroit, Mich. *General Manager,* Henry Lansdale.

NATIONAL COUNCIL OF PRIVATE MOTOR TRUCK OWNERS, INC., Kass Bldg., Washington 5, D. C. *Managing Director,* H. Scott Byerly.

NATIONAL HIGHWAY USERS CONFERENCE, National Press Bldg., Washington, D. C. *Director,* Arthur C. Butler.

NATIONAL STANDARD PARTS ASSOCIATION, 35th Floor, Willoughby Tower Bldg., Chicago 3, Ill. *Executive Vice-President,* J. L. Wiggins.

NATIONAL USED CAR DEALERS ASSOCIATION, 1043 Penobscot Bldg., Detroit 26, Mich. *Executive Secretary,* Margaret Corell.

NATIONAL WHEEL AND RIM ASSOCIATION, 3663 Forest Park Ave., St. Louis 8, Mo.

OIL INDUSTRY INFORMATION COMMITTEE, 50 W. 50th St., New York 20, N. Y.

RUBBER MANUFACTURERS ASSOCIATION, 210 Marsh Bldg., Washington 6, D. C. *Secretary,* R. H. Goebel.

SOCIETY OF AUTOMOTIVE ENGINEERS, INC., 29 W. 39th St., New York 18, N. Y. *General Manager,* John A. C. Warner.

SOCIETY OF MOTOR MANUFACTURERS AND TRADERS, LTD., (Great Britain), 921 17th St., N.W., Washington 6, D. C. *North American Representative,* Sir William Welsh.

TIRE AND RIM ASSOCIATION, INC., 2001 First National Tower, Akron 8, Ohio. *Executive Vice-President,* C. G. Hoover.

TRUCK-TRAILER MANUFACTURERS ASSOCIATION, National Press Bldg., Washington 4, D. C. *Secretary-Manager,* John B. Hulse.

Who's Who in Auto Industry

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lyn, adv., sales prom., pub. rel. mgr.; N. Chuy, chief engr. **Adv. Agcy.**—Tech Adgency, Detroit, Mich. V. L. Marcinak, acct. exec.

AMERICAN FELT CO., Glenville, Conn. Wool felts, S.A.E. felts, oil foil seals, wicks, rolls, sheets, strips (cut to specifications). J. T. Lawless, pres.; J. F. Marshall, Wm. H. Lehmberg, H. Boeddinghaus, vice-presidents; Geo. S. Mumford jr., secy.; J. H. Burnes, treas.; J. F. Marshall, sales and adv. mgr.; Ward Seeley, asst.; W. H. Lehmberg, cf. engr.; K. R. Peattie, pur. agt..; G. P. McShane, asst.; H. F. Roche, traffic mgr. **Det. Rep.**—H. B. Foersterling, H. A. Bolton, 3000 E. Jefferson ave., Detroit 7, Mich. **Adv. Agcy.**—St. Georges & Keyes, Inc., 250 Park ave., New York 17, N. Y.

AMERICAN FINISHING CO., P. O. Box 416, Memphis 1, Tenn. Vinyl and pyroxylin coated fabrics, cotton trim cloth, any type cotton textiles. C. F. Goodman, pres.; Abe Goodman, vice-pres.; J. O'H. Finlay, secy.; Wm. W. Goodman, treas.; C. H. Tapp, gen. supt.; H. Rosenberg, supt. coating div.; W. L. Simon, asst. sales mgr.; S. Bernson, cf. engr.; M. S. Felsenthal, pur. agt.

AMERICAN FORGING & SOCKET CO., Pontiac 19, Mich. Seats, seat slides, hood locks, brake levers, hinges, support arms, radiator guards, farm implement parts. Goodloe H. Rogers, pres., gen. mgr.; Frederick C. Anger, vice-pres.; Fred G. Hawke, secy.-treas.; Robert B. Stewart, asst. to pres.; J. D. Boardman, C. S. McCarthy, sales reps.; C. M. Heller, dir. of engrg.; P. H. Kemp, pur. agt.

AMERICAN GREASE STICK CO., 1146 Hoyt st., Muskegon, Mich. Door-Ease stainless stick lubricant, dripless oil, graphited lock fluid, rubber lubricant. Harold Rosen, gen. mgr.; Leo S. Rosen, sales mgr.; C. W. Smith, asst. sales mgr. **Det. Rep.**—James Hearn. **Adv. Agcy.**—Alton Brooks Wilder, Inc., Chicago, Ill. Claude Brewer, acct. exec.

AMERICAN HYDRAULIC, INC., Sheboygan, Wis. National sales office, 203 N. Wabash ave., Chicago, Ill. Hydraulic jacks, hydraulic kits and tools, hand and power grinders, Kryn C. Hamelink, exec. vice-pres. and gen. mgr.; John W. Miller, gen. sales mgr.; Lon Grier, secy. & treas.; Arthur Schallock, wks. mgr.; Arthur J. Lederer, pur. agt., traffic mgr. **Adv. Agcy.**—Scantlin & Co., Chicago, Ill.

AMERICAN INSTALLMENT CREDIT CORP. (American Bank Credit Plan), 103 Park ave., New York 17, N. Y. Automobile finance. George Olmsted, pres.; George Allen, vice-pres.; George C. Johnstone, vice-pres.; P. A. MacSween, vice-pres.; Karl P. Anderson, secy.; J. P. Christianson, treas.

AMERICAN LACQUER SOLVENTS CO., P. O. Box 271 Phoenixville, Pa. Automotive lacquers, enamels and lacquer thinner. Harry E. Stone, pres. & treas.; Ernest H. Grice, vice-pres., gen. mgr., pur. agt.; Arthur W. Slocum; Robt. W. Shaw, adv. mgr. **Adv. Agcy.**—John P. Eidridge, Philadelphia, Pa.

AMERICAN OCTANATOR CORP., 1111 Main st., Pawtucket, R. I. Air filter and humidifying device, magnetic, radiator cleaner and water softening device, directional signal and rear view mirrors. Antoine Gazda, pres.; Robert Perret, vice-pres., secy. and treas.; C. S. Morrell, sales and plant mgr.

AMERICAN PAINT CO., 902 N. Larrabee st., Chicago 10, Ill. Lacquer, synthetic enamels, undercoatings. U. M. Roberts, pres.; W. A. Larson, vice-pres.; P. R. White, secy.; E. M. Anderson, treas.

AMERICAN PLAN CORP., 44 Wall st., New York 5, N. Y. Automobile physical damage insurance underwriters for self-financing automobile dealers. Mark M. Hart, pres.; Lothar Sudekum, exec. vice-pres. and secy.; John F. Dalkin, Wm. Donnelly, vice-presidents; H. Arthur Will, treas. **Adv. Agcy.**—Philip J. Wallach Co., New York, N. Y.

AMERICAN SPONGE & CHAMOIS CO., INC., 49-51 Ann st., New York 7, N. Y. Natural sponges, cellulose sponges, domestic chamois, imported English and French chamois, Loofas, cleaning cloths, car washing mitts. Arthur J. Sloss, pres.; Edward C. Riley, exec. vice-pres.; Arthur B. Stern, Paul L. Mansell, vice-presidents; James L. Schatz, secy.; Charles L. Lipsig, treas.; Edward C. Riley,, gen. mgr. **Det. Rep.**—John Mansell, 1423 Franklin st., Detroit, Mich. **Adv. Agcy.**—Willard Golovin, 424 Madison ave., New York City, N. Y.

AMERICAN SPRING & WIRE SPECIALTY CO., 816 N. Spaulding ave., Chicago 51, Ill. All types of springs; compression, extension and torsion; wire forms and light metal stampings. Stanley P. Dyba, pres.; I. H. Dyba, vice-pres.; E. C. Spaak, wks. mgr.; Paul L. Kish, sales and adv. mgr.; Cleon W. Bauman, cf. engr.; Henry L. Schroeder, pur. agt.; Karl Kalas, asst.; E. F. Lessner, traffic mgr.; Lucile Wesner, pub. rel. mgr. **Det. Rep.**—Stanley J. Roberts, 5-259 General Motors bldg.

AMERICAN STEEL & WIRE CO., Rockefeller Bldg., Cleveland 13, O. Cold rolled and stainless steel strip, springs, spring wire, control cable. H. B. Jordan, pres.; H. M. Francis, vice-pres. in chg. of sales; John Graham, gen. sales mgr. O. B. Stauffer, adv. mgr. **Det. Rep.**—M. D. Millard, Dist. Sales Mgr., General Motors bldg., Detroit, Mich.

AMERICAN WINDOW GLASS CO., 16th Floor, Farmers Bank bldg., Fifth and Wood sts., Pittsburgh 22, Pa. Safety glass. A. S. Crandon, pres.; H. H. Parker, vice pres. chge. sales; J. L. Williams, secy.; H. D. Menoher, gen. supt. factories; K. S. Wilson, dir. of sales; C. F. Wood, chief engr.; H. W. Stedeford, pur. agt.; W. T. Lowe, traffic mgr.; John Morris, pub. rel. mgr. **Det. Rep.**—J. W. Benson, 5-155 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—A. P. Hill Co., 233 Oliver ave., Pittsburgh 22, Pa.

AMES CO., B. C., 12 Ames st., Waltham 54, Mass. Cylinder gauges, micrometer dial indicators, micrometer dial gauges. Warren Ames, pres. and gen. mgr.; H. G. Haynes, secy.-treas. and pur. agt.; W. Ames, sales dir. **Det. Rep.**—B. C. Ames Co., 720 New Center bldg., Detroit. **Adv. Agcy.**—H. A. Loudon, Adv., Inc., Statler Office bldg., Boston 16, Mass.

AMGEARS, INC., 6633 W. 65th st., Chicago 38, Ill. Gears for industry. Arthur Mackmann, pres.; B. A. TePaske, vice-pres., sales; E. P. Swanson, treas.

AMMCO TOOLS, INC., 2100 Commonwealth ave., North Chicago, Ill. Honing machines, cylinder hones, brake cylinder hones, small bore hones, brake cylinder surfacing hones, cylinder surfacing hones, tension indicators, line boring machines, shapers, ridge reamers, brake gages, brake shoe grinders, brake drum mikes, brake piston injectors, pin vises, foot switches, connecting rod alignors. Fred G. Wacker jr., pres.; Charles H. Wacker, exec. vice-pres.; Martin W. Bazner sr., vice-pres., sales; J. Haynes, secy.; Frank C. Westphal, treas.; Wm. Steinwedell, vice-pres., chg. prod.; R. D. Stevenson jr., adv. and serv. mgr.; Robert Billeter, cf. engr.; Ray Braasch, pur. agt. **Adv. Agcy.**—Arthur R. Mogge, Inc., 333 N. Michigan ave., Chicago, Ill. Ed J. Lund, acct. exec.

AMPLEX DIV., Chrysler Corp., 6501 Harper ave., Detroit 31, Mich. Oilite powdered metal products. A. J. Langhammer, pres.; Nicholas Kelley jr., vice-pres.; A. H. Merschel, asst. to the pres.; K. M. Eyestone, secy.; G. W. Troost, comp.; H. A. Davies, treas.; William Kirk, supt.; M. L. Cobb, planning supt.; D. B. Martin, sales mgr.; Richard E. Briston, adv. mgr. **Adv. Agcy.**—Ross Roy, Inc., Detroit, Mich. John Posselius, acct. exec.

AMPLEX ENGINEERING CO., INC., 2510 Grand ave., New Castle, Ind. Die cast automobile wheel balancing weights. W. N. Waters, pres., gen. mgr.; Russell Waters, vice-pres., works mgr.; Ruth Hays, secy. **Adv. Agcy.**—Gary Ruben, Indianapolis, Ind.

ANDERSON CO., INC., O. L., 1347 Fort st., Detroit 7, Mich. Fuel tanks, sheet metal sub assemblies, stampings, experimental or sample work. Herman J. Koch, pres.; Joe C. Cook, vice-pres., sales mgr.; Geo. J. Jones, vice-pres., works mgr.; M. D. Wilson, secy., treas.; Henry Higgins, pur. agt.; R. B. Koch, asst. **Adv. Agcy.**—Atherton Adv. Agency, Detroit, Mich.

ANDERSON CO., THE, 1075 Grant, Gary, Ind. Windshield wiper arms and blades, heavy duty blades, vacuum windshield wiper motors, glass cleaner pads, clamp-on-car-door rear view mirrors, granulated hand soap. John W. Anderson, pres. and gen. mgr.; Edward Larson, exec. vice-pres., treas.; Richard S. Melvin, secy.; K. W. Wittenberg, wks. mgr.; H. G. Rudd, gen. sales mgr.; P. W. Kurtz, adv. mgr.; S. J. Okleja, cf. engr.; C. E. Hulbert, pur. agt. **Det. Rep.**—George Cherry, 813 Fisher bldg., Detroit. **Adv. Agcy.**—Reincke, Meyer & Finn, Chicago, Ill. Wallace Meyer, acct. exec.

ANDERSON-PRICHARD OIL CORP., Apco Tower, Oklahoma City 2, Okla. By-products of petroleum. Roland Rodman, pres.; C. H. Dresser, Ind. sales vice-pres.; T. H. Marshall, secy., treas.; R. C. Arnold, pur. agt.; James R. Lewallen, traffic mgr. **Det. Rep.**—Grow Solvent Co., 14100 Stansbury ave., Detroit 27, Mich. **Adv. Agcy.**—Erwin Wasey Co., First National Bank bldg., Oklahoma City, Okla.

ANGIER CORP., 50 Fountain st., Framingham, Mass. Waterproof and greaseproof wrapping, shipping and building papers, plain, creped and reinforced, corrosion preventive papers. Albert J. Thiel, pres. and treas.; Louis S. Kimball, vice-pres.; Dorothy E. Dwyer, secy.; Everett D. Cookson, Mark S. Eaton, asst. sales mgrs.; Ernest R. Dearborn, plant engr.; Leonard F. Hanna, pur. agt. **Det. Rep.**—Sidney M. Davey, 14225 Schaefer. **Adv. Agcy.** — Larcom-Randall, Boston, Mass. Edward W. Fischer, acct. exec.

ANSIN & CO., INC., J., 145 South st., Boston 11, Mass. Nylons, rayons and plastics (for automobile seat covers). Jack Ansin, pres., treas.; H. Yanco, vice-pres.; Jack Ansin, treas.; Joseph E. Settino, gen. mgr.; Leonard Branash, works mgr. **Det. Rep.**—Stahl Bowman Co., 2832 East Grand blvd., Detroit, Mich.

ANTHONY CO., Streator, Ill., Dump bodies, hydraulic hoists, lime spreaders, farm body hoists and boxes, elevating tailgates. W. C. Anthony, pres.; G. A. Duis, vice-pres., gen. mgr., busi. mgt. dir.; P. B. Heflin, secy.; John Lyons, treas.; C. H. Worrells, gen. sales mgr.; W. E. Goebel, parts and serv. mgr.; L. W. Wachter, cf. engr.; O. J. Klein, pur. agt.; C. Tapley, asst. pur. agt.; L. Klein, traffic mgr. **Det. Rep.**—Frank L. Jursik, 21415 Mound rd., Base Line, Mich., P. O. Box 307. **Adv. Agcy.**—Biddle Co., Bloomington, Ill. J. G. Reinhard, acct. exec.

ANZICK MANUFACTURING CO., 23675 Mound rd., Van Dyke, Mich. Steel door replacement panels. A. J. Anzick, pres.; W. Stansberry, vice-pres. **Adv. Agcy.**—Brindley Roth, Inc., Detroit, Mich. R. Benton Brindley, acct. exec.

APPLETON ELECTRIC CO., 1701-50 Wellington ave., Chicago 13, Ill. Spotlights, utility lights. Arthur I. Appleton, pres., treas.; Murray J. Whitfield, vice-pres.; H. Schlobaum, secy.; Harry F. Appleton, sales mgr., auto div.; George Fauser, asst. sales mgr., auto div.; P. F. Marshall, adv. mgr.; Kenneth R. Henkel, asst. Nils Tornblom, cf. engr.; W. A. Robertson, pur. agt.; J. Janecko, asst. **Det. Rep.**—H. A. Buegel, 3049 E. Grand blvd., Detroit. **Adv. Agcy.**—Aubrey, Moore & Wallace, Chicago, Ill. Philip M. Schacherer, acct. exec.

APPLIED ARTS CORP., 365 Lane ave., S. W., Grand Rapids 4, Mich. Precision metal stampings, plating, and assemblies for automotive and home appliances. Wally E. George, pres., gen. mgr.; John E. Eckenrode, vice-pres., chge. of sales;

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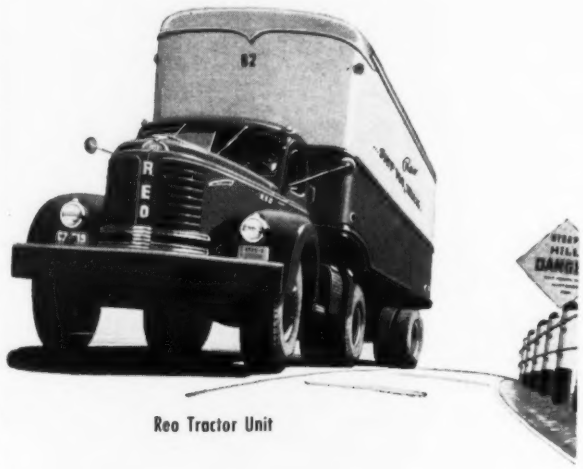
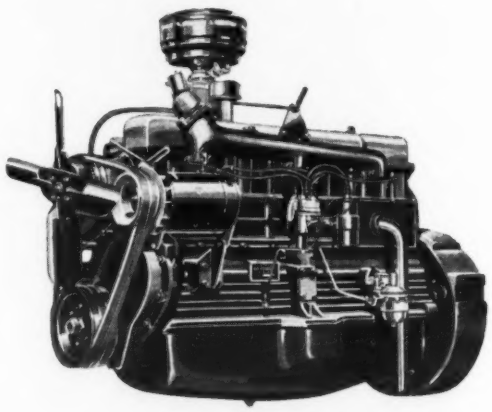
Reo Eager Beaver



Reo Tractor Unit

Reo School Bus Chassis



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Who's Who in Auto Industry

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Lewis Overeiner, secy.; Ed Gillisse, plant mgr.; Walter H. Wendell jr., pur. agt.

ARCO CO., THE, 1301 Bessemer ave., Cleveland 27, O. Lacquers, synthetic enamels, lacquer and synthetic blacks, undercoats, thinners, rubbing compounds, color bars, color machines. H. E. Wise, pres.; C. B. Lansing, vice-pres.; E. Spoerry jr., secy.-treas.; C. R. Hosken, wks. mgr.; H. A. Edlund, sales dir.; E. N. Grossman, sales mgr.; E. J. Offermatt, asst. sales mgr.; J. J. Clarke, adv. mgr.; E. J. Barnhart, cf. engr.; L. J. Esther, pur. agt.; Robt. Baker, asst.; E. J. Surtz, traffic mgr. **Adv. Agcy.**—Lang, Fisher & Stashower, Inc., 1010 Euclid ave., Cleveland, O. R. P. Dodds, acct. exec.

ARLINGTON ALUMINUM CO., 19011 W. Davison, Detroit 23, Mich. Component parts from aluminum sheet or extrusions; aluminum display frames; aluminum tripod easels. Grant Folin, pres. and sales mgr.; Allen J. Olsen, vice-pres. and works mgr. **Adv. Agcy.** — Rolfe C. Spinning, Inc., Detroit 2, Mich. Charles F. Pineau, acct. exec.

ARMSTRONG CORK CO., Liberty st., Lancaster, Pa. Gaskets, seals, packings, sound and vibration damping felt, adhesives, mechanical specialties, natural cork products, cork composition products, resilient floorings, wall coverings, acoustical materials, insulation products, refractories. C. J. Backstrand, pres.; Kenneth O. Bates, exec. vice-pres.; F. E. Stevens, vice-pres. and gen. mgr., industrial div.; C. Dudley Armstrong, vice-pres., secy.; M. J. Warnock, vice-pres., treas.; W. B. Tucker, asst. gen. mgr., gen. sales mgr., ind. div.; H. C. Simpson, mgr., floor and felt prod. dept.; R. M. Hill, mgr., gaskets and pkgs. dept.; A. J. Slosser, mgr. ind. adhesives dept.; E. Camerson Hawley, dir. of adv., prom.; Roy Minet, head, ind. creative sec. of adv. & prom. dept.; G. A. Reinhard jr., cf. engr.; M. L. Lampe, pur. agt. **Det. Rep.**—Armstrong Cork Co., 10th Floor, Free Press bldg., 321 Lafayette ave., West. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, New York, N. Y.

ARMSTRONG RUBBER CO., Elm st., West Haven 16, Conn. Passenger, truck, farm tractor, special purpose tires and tubes. James A. Walsh sr., pres.; Frederick Machlin, vice-pres., secy.; Frank L. Dwyer, treas.; James A. Walsh jr., fac. mgr.; Paul L. Giblin, sales mgr.; H. W. Sherlock, asst. sales mgr.; Leo Sklarz, jr., adv. and pub. rel. mgr.; J. B. Florence, cf. engr.; A. B. Nordin, pur. agt.; Edward Bates, traffic mgr. **Adv. Agcy.**—Maxon, Inc., New York, N. Y. W. W. Mulvey, acct. exec.

ARNDT PALMER LABORATORIES, INC., Melvindale, Mich. Manufacturer of automotive interior appearance reconditioning materials. W. P. Palmer, pres.; R. G. Arndt, secy., treas.

ARO EQUIPMENT CORP., Enterprise and Trevitt, Bryan, O. Lubrication equipment, air tools, aircraft products, hydraulic equipment and grease fittings. J. C. Markey, pres.; J. P. Johnson, vice- pres.; R. W. Morrison, vice-pres., sales; G. S. King, adv. mgr. **Det. Rep.**—J. C. Hurley. **Adv. Agcy.**—Beeson, Faller, Reichert, Toledo, O.

ARO MFG CO., INC., 1089 Commonwealth ave., Boston 15, Mass. Replacement convertible tops. Plasti-Luxe tops, plastic rear curtains, top pads, rear quarter pads, jack and tool case. Mae Shapiro, pres., treas.; J. R. Hamlin, vice-pres., gen. mgr.; H. R. Shapiro, works mgr.; George Shapiro, sales mgr.; Quentin Hamlin, asst. sales mgr. **Adv. Agcy.**—Cotter Advertising Agency, Boston, Mass.

ARROW ALUMINUM CASTINGS CO., 3135 Berea rd., Cleveland 11, O. Aluminum, sand and permanent mold castings. Peter Petto, pres., gen. mgr.; Herman Schmidt, vice-pres.; D. J. Patton, asst. gen. mgr., pur. agt.; J. Simon, wks. mgr. **Det. Rep.**—Hutchinson Sales Co., 2832 East Grand blvd., Detroit 11, Mich.

ARROW SAFETY DEVICE CO., Holeman st., Mount Holly, N.J. Automotive lighting and safety equipment. A. Hopkin, jr., pres.; Paul F. Middleton, secy. and gen. mgr.; William Hopkin, treas.; Roy H. Stevens, works mgr.; Henry D. Lodge, sales mgr.; Thomas Young, chief engr.; Norman C. Park, pur. agt. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

ARROW TOOL & REAMER CO., 418-422 Livernois, Detroit 9, Mich. Cutting tools, end mills, reamers, drills, counterbores, live centers, carbide tools. Richard H. Wolfe, pres., gen. mgr.; Robert H. Wolfe, vice-pres., treas.; H. J. Wolfe, secy.; J. R. Davis, works mgr.; Robert H. Wolfe, sales mgr.; W. P. Sullivan, chief engr.; M. M. Bradley, pur. agt. **Det. Rep.**—N. J. Fisher. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Chas. F. Pineau, acct. exec.

ARTER GRINDING MACHINE CO., 15 Sagamore rd., Worcester 5, Mass. Rotary surface, automatic piston ring, automatic cylindrical and internal grinders. William Arter, pres.; Harry Arter, vice-pres., treas., gen. mgr.; William Arter jr., works mgr.; Albert B. O'Donnell, sales, adv. and sales prom. mgr.; A. Sangster, chief engr. **Det. Rep.**—Riordan Machinery Co., 213 Curtis bldg. **Adv. Agcy.** — John Odlin, Worcester, Mass.

ARTISAN PRODUCTS, INC., 3490 West 140 st., Cleveland 11, O. Utility workshop trailers, utility service truck bodies. C. J. Stahl, pres., gen. mgr.; John Hay, vice-pres.; Bedford Forrest, plant supt.; Stanley Knoleck, sales mgr.; Joe Mitchell, pur. agt., traffic mgr. **Adv. Agcy.**—Sorrell and Sons Co., Argyle rd., Rocky River, O. John Sorrell, acct. exec.

ARVIN INDUSTRIES, INC., 13th and Big Four R. R., Columbus, Ind. Arvin car heaters. Glenn W. Thompson, pres.; Harlan B. Foulke, Fred E. Daniel, vice-pres.; Dee Lenfesty, secy.; Yandell C. Cline, treas.; T. Earl Robinson, asst. treas.; James Jewell, adv. mgr.; David Black, serv. mgr. **Adv. Agcy.**—Roche, Williams & Cleary, Inc., Chicago, Ill. E. A. Leary and Miner Williamson, acct. exec.

ASBESTOS MFG. CO., Sabine st., Huntington, Ind. Brake lining, clutch facings, fan belts, hose, rivets, brake service and brake bonding equipment. Abbott L. Johnson, pres.; W. A. Blume, vice-pres., mfg.; Fred P. Kleft, treas.; Neil Chamberlain, mgr. replacement sales; Wilbur Biggard, pur. agt.; E. H. Janes, vice-pres., Original Equipment Sales, 7-248 General Motors bldg., TRinity 5-9144, Detroit 2, Mich.; B. F. Sprague, sales engr., 7-248 General Motors bldg., Detroit 2, Mich.

ASHTABULA HIDE & LEATHER CO., 3906 Main ave., Ashtabula, O., upholstery leather. Wm. J. Hinson, pres.; Edward S. Fitzgibbons, exec. vice-pres.; H. Gay Crawford, treas.; M. C. Howe, secy.; Jack Schaffner, sales mgr. **Det. Rep.**—Harry C. Jay, 430 New Center bldg., Detroit 2, Mich.

ASHTON EQUIPMENT CO., 1701 W. Lafayette, Detroit, Mich. Tow truck wreckers. Afton A. Himick, pres.; Charles Swaby, secy. **Adv. Agcy.** — Hopcraft-Keller, Detroit, Mich. Harry Detterich acct. exec.

ASSOCIATED PRODUCERS, INC., Detroit 20, Mich. Fillers, cements, adhesives, potting and casting plastics, coatings, strippers. Charles O. Spillman III, pres.; C. O. Spillman jr., sales mgr.; G. F. Stewart, shipping-receiving supt.; M. E. Wells, secy.-treas.; W. R. Coleman, traffic mgr.; John C. Jensen, dir. export sales, 600 S. Michigan ave., Chicago 5, Ill. **Det. Rep.**—Spillman Co., Box 106, Detroit 20.

ASSOCIATES INVESTMENT CO., 205 West Jefferson blvd., South Bend 24, Ind. Automobile financing, small loans, commercial financing; covering assignment of accounts receivable inventories, liens on machinery and equipment and rediscount of automobile and other installment paper. E. M. Morris, chmn.; Robert I. Oare, vice-chmn.; W. F. Guanitz, pres.; E. D. Campbell, treas.; V. B. Hungate, vice-pres.; J. T. Richardson, adv. mgr. **Adv. Agcy.**—Doremus and Co., Chicago, Ill. Charles C. Greene, acct. exec.

ATHOL MANUFACTURING CO., 75 Chestnut Hill ave., Athol, Mass. Vinyl coated fabrics for automobile and truck upholstery and trim. Trade name "Terson." E. A. Clare, pres.; I. B. Wheeler, vice-pres., treas.; F. L. Ford, dir. of sales; R. M. Tyler, sales mgr.

ATLAS ASBESTOS CO., 4th and Walnut sts., North Wales, Pa. Brake linings, clutch facings. J. Carroll Johnston, pres.; W. H. Johnston, gen. mgr.; Wm. Wurster, secy.

ATLAS BODY CORP., 4150 E. Thompson, Philadelphia 37, Pa. Bodies, trailers. S. A. Berger, pres., gen. mgr.; H. A. Berger, vice-pres., treas.; L. Gold, secy.; L. Fromm, wks. mgr.; C. H. Roberts, sales mgr.; B. Boring, cf. engr. **Adv.—Agcy.**—Wilfred Jacobi, Philadelphia, Pa.

ATLAS DROP FORGE CO., 209 W. Mt. Hope ave., Lansing 2, Mich. Drop forgings. J. V. Melick, pres.; C. G. Ryan, vice-pres. and gen. mgr.; F. Holland, sales mgr.; L. L. Melick, secy.-treas.; F. P. Lovewell, asst. sec.-treas.; A. O. Peterson, pur. agt; H. A. Markle, cf. engr.

ATLAS PRESS CO., 2505 N. Pitcher st., Kalamazoo 13D, Mich. Precision bench lathes, milling machines, shapers, drill presses, bench and floor model tilt arbor saws. J. E. Penniman, pres.; G. C. Nancarrow, E. Marsland, vice-pres.; Frank Leander, secy.; J. G. Collins, gen. mgr.; G. C. Nancarrow, sales mgr.; W. F. Brown, adv. mgr. Adv. Agcy.—Stanke & Schoonmaker, Kalamazoo, Mich.

ATOMIX, INC., P. O. Box 486, Wilmington, Del. Atolak wax and cleaner. W. H. Fenn III, pres.; Carsten F. Boe, vice-pres.

ATOMIZED MATERIALS CO., INC., 200 Magee bldg., Pittsburgh 22, Pa. Kwik-metal cold solder, Kwik-patch chemical fabric patch, Speed Mask masking compound and Kno-Klog abrasive block. Paul V. Hohmann, pres., sales and gen. mgr.; Charles H. Allen, vice-pres. and wks. mgr.; Carl E. Taylor, secy. and treas.; Paul V. Hohmann, adv. mgr.; Sam Muraska, asst; Carl E. Taylor, pur. agt.; James M. Frederick, asst. **Det. Rep.**—Roy Baldwin, 1190 Collingwood, Apt. 28. **Adv. Agcy.**—Lando Advertising Agency, Pittsburgh, Pa. Robert M. Lando, acct. exec.

ATOM-OTIVE MFG. CORP., 641 Lexington ave., Brooklyn 21, N. Y. Auto and truck mirrors, windshield visors. Henry I. Sobel, pres. & pur. agt.; Milton Sobel, vice-pres., wks. mgr., cf. engr.; Abraham Sobel, secy.; Albert Rothgart, sales mgr. **Det. Rep.**—John J. Gallagher, 307 Pasadena blvd., Toledo 12, O.

ATTWOOD BRASS WORKS, INC., 732 Front ave., N. W., Grand Rapids 4, Mich. Automotive, bus, hearse hardware, taxicab, marine hardware and fittings, automatic screw machine parts. C. H. Attwood, pres., gen. mgr. & wks. mgr.; H. L. Cook, vice-pres.; B. H. Cook, secy.; R. C. Griffin, treas. & pur. agt.; C. C. Gravengood, sales mgr.; E. M. Burdick, cf. engr.; R. Hewartson, traffic mgr. **Det. Rep.**—H. B. Stillman, 612 Stephenson bldg. **Adv. Agcy.**—The Jaqua Co., Grand Rapids, Mich. Mr. Richter, acct. exec.

AUBURN-CORD-DUESENBERG CO., Div. of Mast-Foos Mfg. Co., Auburn, Ind. Parts for various cars no longer in manufacture. Dallas E. Winslow, partner; H. S. Liddell, gen. mgr.

AURORA EQUIPMENT CO., Equipto Div., 422 Cleveland ave., Aurora, Ill. Steel shelving, automotive parts bins, tool storage bins, bolt and nut bins, storage bins and shelving, tool stands, work benches, drawer cabinets. John Dunham, pres.; M. D. Matyas, secy.; Paul Streit, dir. of sales; Floyd D. Keck, treas.; August P. Fauth, works mgr. and pur. agt.; Theodore Hilgin, parts and acc mgr.; Louis Esser, traffic mgr. **Det. Rep.** — Larry Plagman, Cincinnati.

AUSTIN MOTOR CO., LTD. (England), 250 W. 57th st., New York 19, N. Y. Automobiles, A-40 Devon sedan, A-40 Countryman, A-40 van, A-40 pickup, A-90 convertible, A-90 sports saloon. L. P. Lord, pres.; J. Dudley, vice-pres., treas.; G. Kurz, secy.; John H. Wells, sales mgr.; E. G. King, serv. mgr. **Adv. Agcy.**—J. M. Mathes, Inc., 122 1. 42nd st., New York, N. Y. Leonard Marshall, acct. exec.

AUSTIN TRAIL EQUIPMENT CO., Muskegon, Mich. Fifth wheels, landing gears, pintle hooks, king pins. O. A. Seyferth, pres.; J. R. Seyferth, vice- pres.; R. F. Seyferth, secy.; W. A. Strate, treas.; C. Jensen, serv. mgr.; Sam Vanderlaan, pur. agt.

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(Continued on Page 156)

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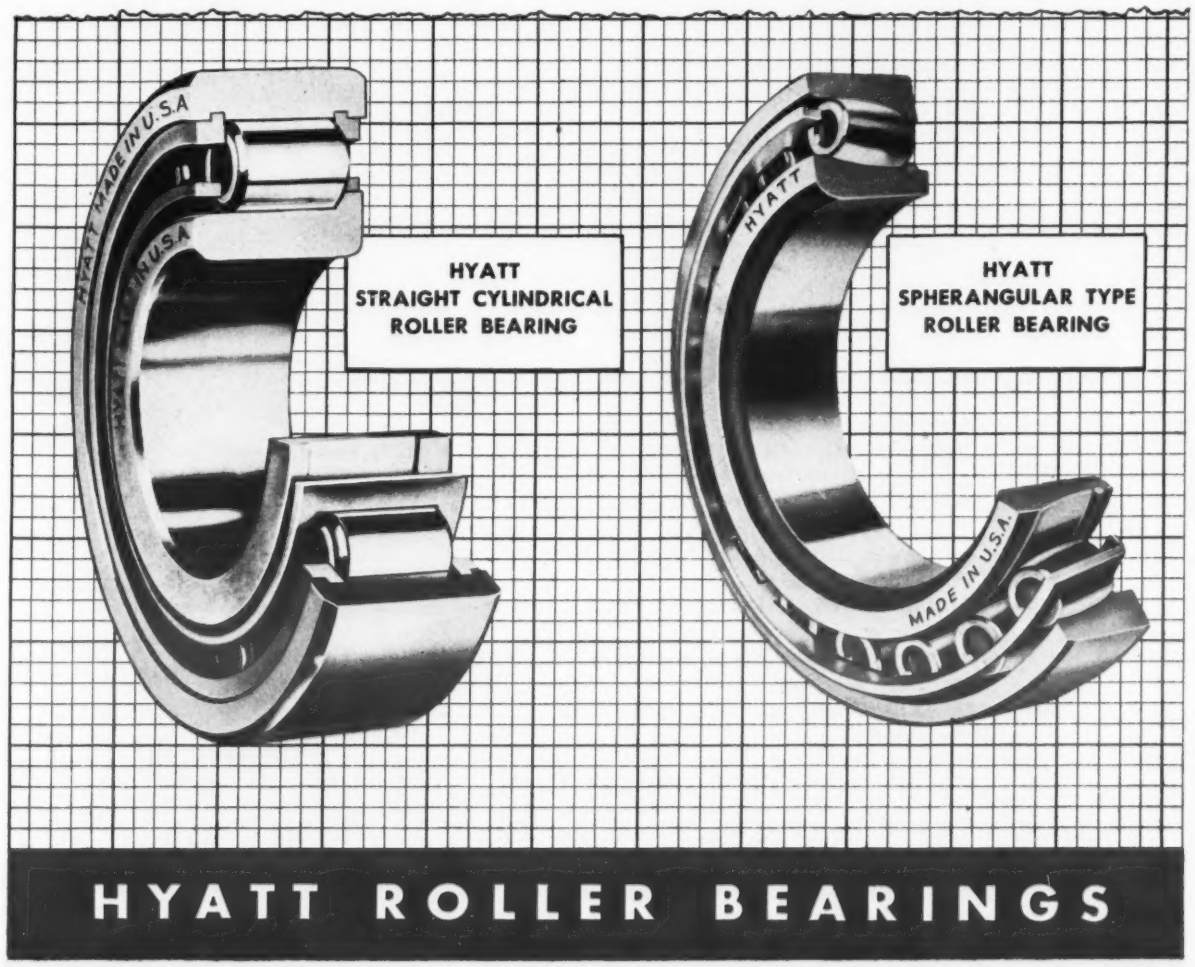

HYATT ROLLER BEARINGS

Who's Who in Auto Industry

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gan, pres.; Hamilton Page, secy.; C. R. C. Custer, vice-pres. and treas.; B. B. Bachman, vice-pres. of engrg.; A. Gelpke, vice-pres. of prod.; W. M. Taylor, sales mgr.; Robert F. Wood, adv. and pub. rel. mgr.; Harley Harris, serv. mgr.; E. M. Minshall, parts and acc. mgr.; B. F. Jones, cf. engr.; W. C. Culp, pur. agt.; John Usher, asst. **Det. Rep.**—Karl Pearson, 3333 W. Fort st., Detroit 16. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Jerome B. Gray, acct. exec.

AUTO GLASS MFG. CO., 8701 Grinnell ave., Detroit 13, Mich. Safety glass (laminated), laminated glass and plastic products, including silk screen work, television front glass and filters, signs, displays, etc. F. D. Knoblock, pres. and gen. mgr.; L. C. Putnam, secy. and treas.; Robert Hill, sales mgr.; E. C. Claes, pur. agt.

AUTO-LITE BATTERY CORP., Toledo 1, O. Electric storage batteries. D. H. Kelly, pres.; H. A. Harvey, vice-pres.; F. J. Kennedy, secy.; W. E. Blank, sales mgr. (replacement sales); R. A. Nowlan, pur. agt. **Det. Office**—New Center bldg. **Adv. Agcy.**—Space: Ruthrauff & Ryan, Tod Reed, acct exec.; radio and television; Cecil & Presbrey, Tom Maloney, acct. exec.

AUTO SPECIALTIES MFG. CO., Graves st., St. Joseph, Mich. Jacks, disc brakes, malleable iron castings, cast steel crank shafts. J. W. Tiscornia, pres. and gen. mgr.; W. V. Tiscornia, vice-pres.; A. H. Zick, secy. and treas.; W. E. Ferrell, wks. mgr.; S. Paul, sales mgr.; C. H. Williams, adv. mgr.; T. B. Kennedy, sales prom. mgr.; E. Kirchoff, serv. mgr.; M. B. Lucker, cf. engr.; E. Millhouse, pur. agt.; K. Bingham, E. Luhrs, asstS.; V. C. Ankli, traffic mgr.; L. F. Krieger, pub. rel. mgr. **Det. Sales Rep.**—To mfrs.: K. B. Alexander, 940 Buhl bldg.; to jobbers: R. R. Baldwin, 1190 Collingwood ave., Detroit. **Adv. Agcy.**—Van Auken-Ragland & Stevens, Chicago, Chester Ragland, acct. exec.

AUTO TRUCK EQUIPMENT CO., 8300 Lyndon, Detroit 21, Mich. Manufacturers of auto truck, tow truck wrecker bodies, cranes and equipment. W. H. Kneppreth, pres.; H. F. Kneppreth, vice-pres.; B. F. Stout, gen. mgr.; Robert Picotte, works mgr.; L. Snelling, sales prom. mgr. (on wreckers).

AUTO VENTSHADE CO., Box 1402, 101 Marietta St. bldg., Atlanta, Ga. Ventshades (rain shields and sun shades for the windows and doors of automobiles)). A. R. Phillips, pres.; T. M. Croxton, vice-pres.; P. J. Doran, secy., treas.; Chester Drexler, sales mgr. **Adv. Agcy.**—Lowe & Stevens, 12 Third st., N. E., Atlanta, Ga. John H. Stevens, acct. exec.

AUTOMACO, INC., E. Maple rd., Birmingham, Mich. Automotive stampings and assemblies, accessories, product development. Robert R. Klingler, pres.; Miriam B. Klingler, vice-pres., pur. agt. **Adv.**—McManus, John & Adams, Detroit, Mich. Paul Foley, acct. exec.

AUTOMOBILE DEALERS MUTUAL INSURANCE CO., 3527 Broadway, Kansas City 2, Mo. Automobile insurance, dealers reporting form, comprehensive general liability, comprehensive personal liability, garage liability, garage-keeper's legal liability. J. M. Allton, pres.; R. L. Flath & Roland H. Record, vice-presidents; Byron Spencer, secy.; George H. Welsh, treas.; C. M. Mitchell, sales prom. mgr.

AUTOMOTIVE AIDS CORP., 3526 W. Fort st., Detroit 26, Mich. Manufacturers body buoys (automotive helper springs). Bernard Cook, gen. mgr.; John A. Schaible, wks. mgr. & cf. engr.

AUTOMOTIVE & AIRCRAFT DIV., American Chain & Cable Co., Inc., 601 Stephenson bldg., Detroit 2, Mich. Brake controls, push-pull controls, disc brake for trucks and buses, aircraft controls, fittings, assemblies. W. F. Wheeler, pres.; C. N. Johns (N.Y.), A. P. Hall (N.Y.), W. D. Kirkpatrick (York, Pa.), vice-presidents; A. C. Laske, secy; Stanley Mann (Bridgeport), treas.; H. Williams (Detroit), sales mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

AUTOMOTIVE BIN SERVICE CO., 9900 Freeland ave., Detroit 27, Mich. Parts storage equip., parts bins, steel shelving, merchandising displays. Rex R. Brubaker, pres.; Everett McRae, vice-pres.; Roy D. Angers, secy., treas. **Adv. Agcy.**—Kyes & Speckman, Detroit, Mich.

AUTOMOTIVE INVENTORY SERVICE CO., 9900 Freeland ave., Detroit 27, Mich. Inventory service for auto dealers, distributors, and parts wholesalers. Rex. R. Brubaker, pres.; Don Osborne, gen. mgr. **Det. Rep.**—C. C. Phillips. **Adv. Agcy.**—Kyes & Speckman, Detroit, Mich.

AUTOMOTIVE & MARINE PRODUCTS CORP., 87 Harvard ave., Boston 34, Mass. Vapor lubricators for top cylinder lubrication; pressure type lubricators for specific engine installation and for use on Diesel equipment. Earle B. Harvey, pres.; Draper M. Harvey, vice-pres.; George Glazebrook, secy.; D. M. Harvey, treas. and sales mgr.; Richard Lodge, serv. mgr. **Det. Rep.**—Elton Eldredge, Detroit, Mich. **Adv. Agcy.**—Ad-Art Co., Boston Mass. Harry Roseman, acct. exec.

AUTOMOTIVE REBUILDING CO., 5200 Virginia ave., St. Louis 11, Mo. Rebuilding of Ford, Chevrolet and Dodge-Plymouth, Oldsmobile, Pontiac engines. A. C. Burger, pres.; John W. Haring vice-pres. and gen. mgr.; Imogene Burger, secy., treas.; Kenneth H. Harris, wks. mgr; George C. Barr, adv. mgr.; A. R. Lecure, pur. agt.; Harry V. Burtelow, traffic mgr.

AUTOMOTIVE SERVICE TOOLS, INC., 618 Sheridan, Lansing 2, Mich. Special service tools for trucks and buses. Paul H. Hummel, pres., gen. mgr.; Alfred H. Hummel, vice-pres.; Chas. E. Linn, secy., treas. and sales mgr.; W. M. Lanzing, adv. mgr. and pur. agt.

AUTOMOTIVE SPECIALTY CORP., 1562 Dekalb ave., Brooklyn 27, N. Y. Automotive electrical parts: coils, condensers, contact points, distributor covers and rotors, generator and starter brushes and bushings, terminal leads, cut-outs, relays, voltage regulators, solenoid and starter switches, dimmer and dash switches. Louis E. Fogel, pres., treas.; S. A. (Pat) Fogel, vice-pres., sales mgr.; M. C. Fogel, secy.; P. Henning, works mgr.; W. Venokir, asst. sales mgr.; M. Meyer, chief engr.; A. Fettig, pur. agt. **Adv. Agcy.**—Irving Davis Co., 151 W. 51st st., New York 19, N. Y.

AUTOMOTIVE STAMPING & MFG. CO., 15396 Idaho, Detroit 3, Mich. Job shopping, electrical outlet boxes and tool boxes for Ford and Ferguson tractors. Gilbert Pingree, pres. **Adv. Agcy.**—Rolfe Spinning, Inc., Detroit 2, Mich. Rolfe Spinning, acct. exec.

AUTOMATIC STEEL PRODUCTS, INC., 1201 Camden ave., S.W., Canton 6, O. A. M. Wickwire, pres. and gen. mgr.; Paul Williams, vice-pres. and wks. mgr.; Curtis Franklin, treas.; A. J. Sowers, controller; H. O. Holland, vice-pres. in chg. of sales; Mercury Clutch Div.—L. C. Gallaher, sales mgr. Sun Steel Div.—John Carnahan, vice-pres. Sun Steel div.; R. J. Killian, cf. engr.; R. A. DeCorps, pur. agt. **Adv. Agcy.**—Alfred A. Morse.

AUTOMOTIVE TRANSMISSION CO., INC., 14000-10 Linwood ave., Detroit 6, Mich. Rebuild and manufacture Hydra-Matic, Dynaflow, Gyro-Matic transmissions, Over Drive Units, conventional transmissions and regular and two speed differential units. David Feldstein, pres., sales prom. and pur. agt.; Max Raimi, vice-pres.; Rose Feldstein, secy.-treas.; Peter Guidcelli, gen. mgr. and sales; Ernest Carmack jr., wks. mgr. and serv. mgr.; William R. Raysin, cf. engr. **Adv. Agcy.**—Ad-Art Advertising Agency, Detroit, Mich.

AUTOPULSE CORP., 218 E. Dowland st., Ludington, Mich. Electric fuel pump; electric fuel lifters for gravity type oil burners; wall pump for large capacity power and gravity type burners. R. M. Eldred, pres. & treas.; Albert M. Stern, vice-pres.; G. J. Germann, secy. & pur. agt. **Adv. Agcy.**—Witte & Burden, Detroit.

AUTOTRAY CO., INC., 36 N. Pennsylvania st., Indianapolis 4, Ind. Front and rear seat autotrays. Ralph C. Black, pres., gen. mgr., adv. & sales; Joseph A. Ashman, vice-pres., treas. and cf. engr.; Wm. C. Conner, secy. **Adv. Agcy.**—Gary Ruben, Indianapolis, Ind.

B

BACON VULCANIZER MFG. CO., 1295 67th st., Oakland 8, Calif. Tire repair machinery and recapping and retreading, section repairs, tube repairs. Thos. P. Bacon, pres., gen. mgr.; Erling F. Week, exec. vice-pres.; Jack W. Herzig, vice-pres., chg. of sales; Joseph Wahrhaftig, vice-pres.; O. Thompson, treas.; Ruth Wright, secy.; Earl R. Carlans, asst. sales mgr. (538 Argyle drive, Falls Church, Va.); P. Luken, sales office mgr.; D. R. Smith, traffic mgr.; O. F. Arnold, pur. agt.; M. Belsit, asst. pur. agt.; A. E. Johnson, prod. engr. **Det. Rep.**—C. J. Olin, 925 Ann st., E. Lansing, Mich. **Adv. Agcy.**—Emil Reinhardt, 1736 Franklin st., Oakland, Calif. Dave Lane, acct. exec.

BAKELITE DIVISION, Union Carbide and Carbon Corp., 30 E. 42nd st., New York 17, N. Y. Vinylite brand resins and plastics; Bakelite phenolic resins, styrene resins and molding plastics, polyethylene resins, and urea resin wood glues. J. W. McLaughlin, Pres.; gen. sales mgrs.: G. C. Miller, Thermoplastics Dept.; C. W. Blount, Thermosetting Dept.

BAKER BROTHERS, INC., Post and Harleau st., Toledo 10, O. Machine tools, drilling, boring, keyseating, contour, grinder, special multi-spindle high production drilling machines. G. E. Hallenbeck, chmn. of bd.; A. L. Baker, pres., gen. mgr.; H. L. Tigges, exec. vice-pres. and gen sales mgr.; T. L. Hallenbeck, vice-pres., engr.; M. E. Fischer, vice-pres., mfg.; G. V. C. Baker, secy.-treas.; J. Brigham, asst. sales mgr.; L. Kopfman, pur. agt. **Det. Rep.**—Motch & Merryweather Mach. Co. **Adv. Agcy.**—Beeson-Faller-Reichert, Toledo, O. J. Faller, acct. exec.

BALCRANK, INC., Cincinnati 9, O. Lubrication and service station equipment. C. M. Doiseau, pres.; R. P. Field, A. T. shott, vice-presidents; J. B. Frech, secy.-treas.; Ben Koogler, wks. mgr.; Leo Spalding, sales mgr.; E. D. Fox, serv. mgr.; F. Woelfer, cf. engr.; R. Hayes, pur. agt.; C. Rouse, traffic mgr.

BALKAMP, INC., 1454 E. 19th St., In-

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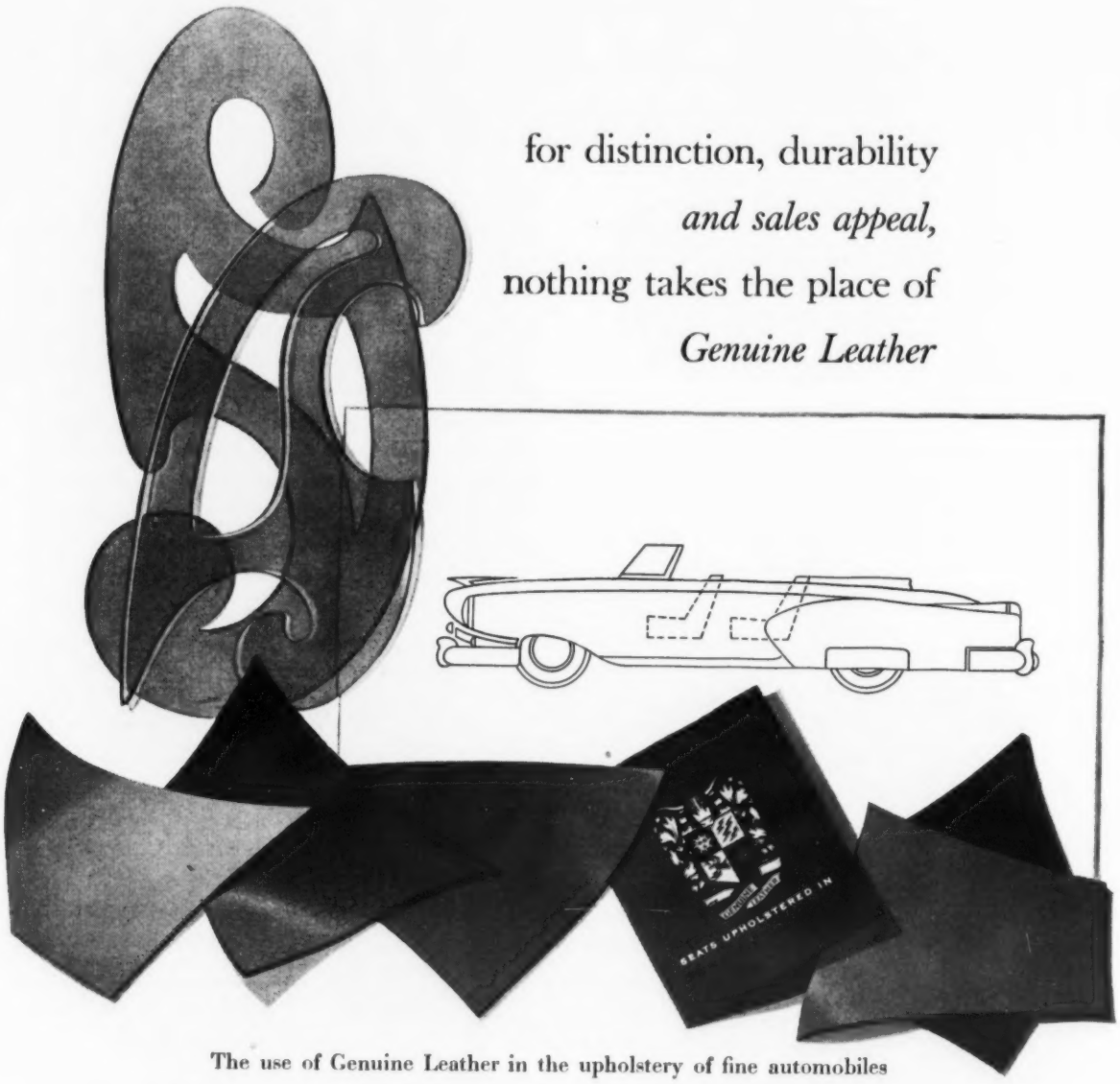

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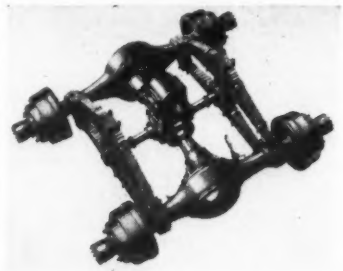

This newest Thornton Drive is the finest ever produced, and is the culmination of over 17 years of engineering improvement, according to S. F. Baker, President of Detroit Automotive Products Corporation, 8701 Grinnell Avenue, Detroit, Michigan. The Thornton four-rear-wheel Drive increases both the payload capacity and the tractive ability of a standard four wheel truck by as much as 100 per cent. It is designed to insure performance on the toughest hauling jobs, both on and off the highway, with maximum efficiency and dependability. The husky bogie has a clean, streamlined design, good road clearance with weight well proportioned on both axles. This new Thornton Drive has heavier universal joints, a positive shift lock for low range top shaft gear and improved oil seals. Specifications and performance data are available.

Who's Who in Auto Industry

(Continued from Page 156)

dianapolis 7, Ind. Automotive replacement parts. Henry Lansdale, pres.; Geo. B. Johnson, vice-pres.; J. H. Baldwin, secy-treas.; F. W. Bell, wks. mgr.; T. O. Willis, pur. agt. **Adv. Agcy.**—Caldwell-Larkin, Inc., Indianapolis, Ind. Storey Larkin, acct. exec.

BALLAK & CO., 811 N. 9th, St. Louis 1, Mo. Motorcycle replacement parts, pistons, electroc brightening of stainless steel components and trim. John F. Ballak, pres., sales mgr., pur. agt.; L. K. Ballak, vice-pres.; J. Ballak jr., secy., chief engr.; Eldridge Artz, works mgr.

BARGMAN CO., THEODORE, 16425 Hamilton, Detroit 3, Mich. Door locks; 6-8-110-volt connectors; lighting fixtures; directional signal controls; sinks, plumbing hardware. Theodore Bargman, gen. mgr.; Charles Schick, exec. asst.; D. T. Kurz, field sales; John Truhon, cf. engr.; George Brumm, pur. agt.; Marie Rieben, adv. dir. **Det Rep.**—Franklin McDonald.

BARNES CO., W. F. & JOHN, 301 South Water st., Rockford, Ill. Special purpose drilling, tapping, boring and milling machines. W. W. Barton, pres.; K. L. Finkenstaedt, exec. vice-pres., secy.; F. O. W. Bergquist, treas.; R. B. Billingham, vice-pres., gen. mgr.; G. C. Johnson, wks. mgr.; W. S. Austin, sales mgr.; Harry G. Anderson, serv. mgr.; S. Stark, cf. engr.; E. F. Schaad, dir. of pur.; O. T. Thorvalson, asst. **Det. Rep.**—Krueger-Barnes Corp., 1469 E. Grand blvd.

BARNES, W. O., INC., 1297 Terminal, Detroit 14, Mich. Hand hack saw blades, power hack saw blades, band saw blades. J. H. Flavell, pres.; V. H. Olson, sales mgr. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Charles F. Pineau, acct. exec.

BARNES-GIBSON-RAYMOND Division of Assoc. Spring Corp., 6400 Miller ave., Detroit 11, Mich. Springs (valve, clutch and all mechanical types), wire forms, small stampings. N. M. Purple, gen. mgr.; W. J. Black, sales mgr.; E. P. Zimmerli, cf. engr.; L. E. Hilts, fac. mgr.

BARRETT EQUIPMENT CO., 21st and Cass, St. Louis 6, Mo. Brake service tools and equipment. H. B. Barrett, pres.; John Chura, vice-pres., treas.; Earl R. McAtee, vice-pres. and brake school dir.; Cliff S. Garstang, secy., sales mgr.; Charles Rollinson, adv. mgr.; Frank Albach, chief engr.; Ray Stotlemeyer, pur. agt. **Adv. Agcy.** — Chas. W. Bolan Agency, St. Louis, Mo.

BASSICK CO., 437 Howard ave., Bridgeport 2, Conn. Hood fasteners, clamps and catches, starter pedals, door dovetails, etc. Geo. L. Meyer jr., pres.; W. F. Herold, vice-pres., gen. mgr.; J. Stafford, dir. of mfg.; W. G. Reycroft, sales mgr.; R. D. Mount, adv. mgr.; G. Raiselis, pur. agt. **Det. Rep.**—Warren Berrard, 105 E. Baltimore ave., Detroit. **Adv. Agcy.**—James T. Chirurg Co., New York City. L. Brendel, acct. exec.

BAY MFG. CO., 316 Arlington, Torrance, Calif. Portable pneumatic auto and truck lifts. P. G. Cloud, pres. and sales mgr. Logan Cotton, vice-pres.; Wm. A. Watt, secy. and treas. **Adv. Agcy.**—Parkhouse & Associates, Los Angeles, Calif.

BAY SHORE MOTORS, 1159 India St., San Diego 1, Calif. W. H. Collins, pres.; Park E. Frazier, vice-pres., gen. mgr.; H. W. Kipper, secy.-treas.; E. E. Heath, wks. mgr., serv. engr.; M. Ryland, sales mgr.; R. L. Tipton, W. L. Swink, H. E. Haught, asst. sales mgrs.; A. H. Schmid, pts. and acc. mgr.; D. H. Jackson, pur. agt. **Adv. Agcy.**—Barnes Chase Co., San Diego, Calif. Geo. Hawkins, acct. exec.

BEACON CORP., THE, 529 South Seventh, Minneapolis 15, Minn. Semaphore truck and bus direction and traffic signals, white sidewall tire cleaner, tire and tube, lubricant, hand cleaner. Coe H. V. Kiebert, pres., gen. mgr.; W. M. Carleton, vice-pres., secy., pur. agt.; Golda Kiebert, treas.

BEAN DIVISION, JOHN, Food Machinery and Chemical Corp., 1305 S. Cedar, Lansing 4, Mich. Wheel aligners, alignment correction tools; wheel balancers, balancing tools; wheel weights; headlight testers; car washers, steam cleaners. Paul L. Davies, pres.; H. L. Byrd, div. mgr.; Tracy Carrigan, mgr. auto div. and cf. engr.; J. H. Kidder, asst. mgr.; Eldon Robbins, adv. mgr.; R. E. Butts, serv. parts and acct. mgr.; M. W. Turner, asst. pur. agt. **Adv. Agcy.**—Jepson-Murray Adv., Lansing, Mich. Kim Jepson, acct. exec.

BEAR MFG. CO., 2016-30 5th ave., Rock Island, Ill. Wheel aligners, axle presses, safety testers, front-end machines, frame and wheel straighteners, wheel alignment and headlight testers, wheel balancers and lugs, steering gear lube, alignment racks and gauges, tire spreaders, brake testers, caster shims, camber washers, other alignment tools. Will Dammann, pres.; V. B. Day, vice-pres., treas.; C. R. Nelson, secy.; H. E. Hermann, wks. mgr.; Walter V. Hall, sales mgr.; E. Quekels, new prod. and serv. mgr.; W. C. Goldschmidt, adv. mgr.; L. B. Arp, pur. agt. **Det. Rep.**—Harvey Nestle, 16141 Harper ave., Detroit, Mich. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill.

BEARD TOOL CO., L. O., Andrew and Mill sts., Lancaster, Pa. Reamers (solid and adjustable), reamer cutting oil, bushing remover sets, Ford valve micrometer gauges, piston pin bushing hones, hydraulic brake cylinder hones, cylinder ridge reamers, valve reseating tools. L. O. Beard, pres.; Chas. A. Keen, vice-pres., gen. and works mgr., pur. agt.; H. S. Bachman, secy., sales, adv., and sales prom. mgr.; M. E. Gockley, treas.; Earl Gable, asst. sales mgr.; Wm. H. Price, traffic mgr. **Det. Rep.**—H. B. Hazerodt, 416 Ford Bldg., Detroit 26, Mich.

BEARINGS CO. OF AMERICA, 501 Harrisburg ave., Lancaster, Pa. Ball bearings. J. W. Brady, pres. and gen. mgr.; C. D. Addams, vice-pres.; O. J. Swartz, secy. and treas.; C. C. Edwards, asst. secy.; W. B. Pusey, wks. mgr.; A. R. Spicacci, cf. engr.; J. L. Richards jr., pur. agt. **Det. Rep.**—A. W. Robbins, Wilson bldg., 9545 Grand River ave., Detroit, Mich.

BECKWITH CHANDLER CO. (Division of Devoe & Raynolds Co., Inc.), Rutherford and Delancy sts., Newark 5, N. J. Enamels, lacquers, undercoats, thinners, industrial finishes. Clarence W. Slocum, pres. and gen. mgr.; J. Mack Creager, asst. gen mgr.; Jack Masters, sales and adv. mgr.; Philip D. Lambe, asst. sales mgr.; J. A. MacGregor, pur. agt. **Det. Rep.**—P. H. Pope, c/o Jones Dabney Co., Caniff and Grand Trunk Ry. **Adv. Agcy.**—J. Walter Thompson Co., New York, N. Y.

BEE LINE CO., P. O. Box 569 Davenport, Iowa. Frame straightening and wheel aligning equipment; Wheel straightening and wheel balancing equipment; 50-ton and 125-ton hydraulic presses. Harry Englehart, pres.; Richard D. Englehart, sales mgr. **Adv. Agcy.**—Boudinot Adv., Moline, Ill.

BEHR-MANNING CORP., P. O. Drawer 808, Troy, N. Y. Coated abrasive paper, cloth and combination (sheets, rolls, belts, discs, specialties); waterproof - coated abrasive paper cloth (sheets and belts). E. C. Schacht, pres.; J. O. Amstuz, H. M. Elliot and J. M. Cook, vice-presidents; W. I. Clark jr., secy. and bus. mgt. dir.; H. S. Turner, treas.; E. C. Schacht, gen. mgr.; R. H. Manchester, wks. mgr.; J. M. Cook, sales mgr.; H. R. Merrill, asst. sales mgr.; A. T. Warren, adv. and pub. rel. mgr.; T. S. Evans, asst.; H. J. Sidford, sales prom. mgr.; J. O. Amstuz, cf. engr.; B. C. Keene, pur. agt.; B. M. Twamley, asst.; H. Van Antwerp, traffic mgr. **Det. Rep.**—F. Biermeister, L. Belanger, 5805 Lincoln ave., Detroit 8, Mich. **Adv. Agcy.**—Peterson & Kempner, Inc., New York 18, N. Y. R. N. Peterson, acct. exec.

BEL FUSE, INC., 311 Mountain rd., Union City, N. J. Glass tube fuses. Carl Lindemann, pres.; Carl Lindemann jr., vice-pres.; Elliott Bernstein, secy.-treas., sales mgr. **Det. Rep.**—Leckie & Co., Inc., 614 Fisher bldg.

BELDEN MFG. CO., 4647 W. Van Buren st., Chicago 44, Ill. Ignition, starting and lighting cables; storage battery; battery service tools; wire and solderless terminals. Chas. S. Craigmile, pres.; H. W. Clough, vice-pres.; Joseph C. Belden jr., secy.; A. L. Wanner, treas.; E. K. Butler (industrial div.), Les A. Thayer (merchandise div.), sales mgrs.; Gene Toolan, sales serv. mgr. (Ind. div.); Edgar Stanton jr., adv. mgr.; Ted Kroeger, sales serv. mgr. (merchandise div.); W. A. Sandy, pur. agt.

BELL AUTO SUPPLY, 6601 Bergenline ave., West New York, N. J. Dealer license plate spring clips. Albert A. Waldman, pres., adv. mgr.; Robert Waldman, vice-pres., secy., sales mgr.; Anne Shulman, treas., asst. sales mgr.

BEMIS, BRO. BAG CO., 408 Pine st., Box 77, St. Louis 2, Mo. Burlap and cotton piece goods, cotton, burlap and paper bags, tool bags, mailing bags, Tite-Fit tubing for covering regular and irregular shaped products. F. G. Bemis, pres.; H. V. Howes, vice-pres. and sales mgr.; R. Ramsay, secy.; T. W. Little, treas.; A. B. Merriam, adv. mgr. **Det. Rep.**—E. G. Harvey, Bemis Bro. Bag Co., 1627 W. Fort st., Detroit 16, Mich. **Adv. Agcy.**—Gardner Advertising Co., 915 Olive st., St. Louis 2, Mo. P. V. Fitzgibbon, acct. exec.

BENDIX AVIATION CORP., Fisher Bldg., Detroit 2, Mich. Automotive and aviation components radio and television. Malcolm P. Ferguson, pres.; C. Marcus, Palmer Nichols, G. E. Stoll, R. P. Lansing, M. A. Heidt, A. E. Rabbe, L. A. Hyland, vice-presidents; Henry A. Gossner, secy.; A. H. Houghton, vice-pres., treas.; Wm. A. Mara, adv. and pub. rel. mgr. **Adv. Agcy.**—MacManus, John & Adams, Inc., Fisher bldg., Detroit, Mich.

BENDIX PRODUCTS DIV. of Bendix Aviation Corp., 401 N. Bendix dr., South Bend 20, Ind. **Automotive Products:** Hydraulic, mechanical and parking brakes, agricultural brakes, vacuum-hydraulic, vacuum power, accessories; hand control valves; universal joints; vacuum power gearshift assistors; automatic clutch and transmission controls, automatic control governors; vacuum pumps for power brakes; hydraulic power steering; hydraulic systems for bus control; hydraulic clutch and throttle control; Stromberg carburetors and parts; two-speed axle power controls; cleaner for automotive and aircraft parts. **Aviation Products:** Turbojet and jet propulsion fuel controls and nozzles, automatic starting systems

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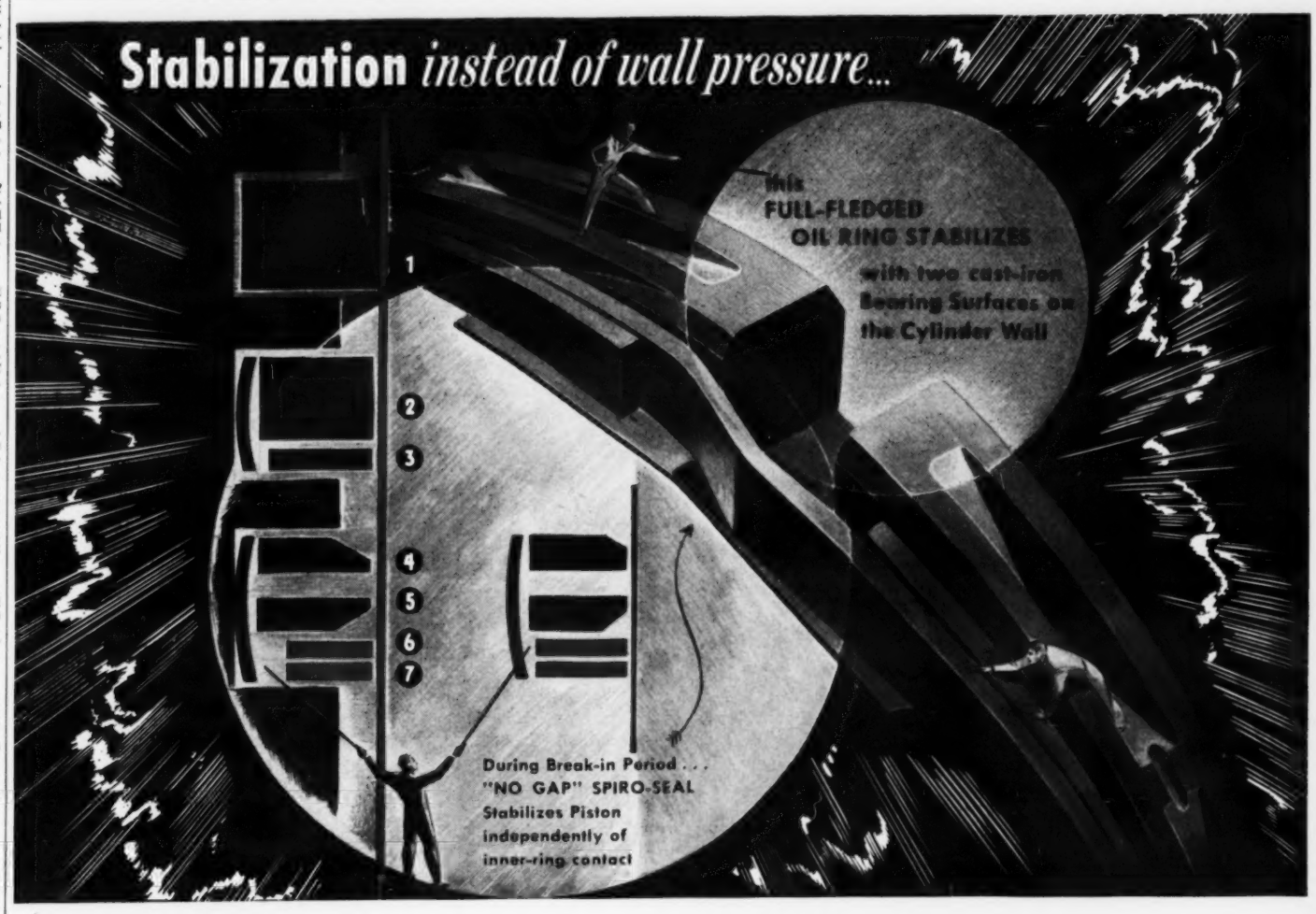

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Who's Who in Auto Industry

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for jet engines, direct fuel injection systems and nozzles, speed density carburetion systems, large injection carburetors, light aircraft injection carburetors, float carburetors, water regulators and controls, gun charger and solenoid valves, landing gear (main, nose and tail wheels), brakes (shoe and segmented rotor brakes), struts (main, nose and tail), hydraulic power control valves, hydraulic controls. George E. Stoll, gen. mgr.; Ray Boyer, factory mgr. (automotive); Neil Peoples, factory mgr. (aircraft fuel metering); F. L. Dunbar, factory mgr. (landing gear); Allan C. Chambers, dir. automotive sales; Frank E. Farrell, asst. dir. automotive sales; C. D. Manhart, sales mgr. (aircraft products); S. V. Harding, adv. mgr.; T. A. Kreuser, serv. sales mgr. (automotive); C. V. Johnson, administrative engr.; C. E. Budd, dir. of pur.; J. B. Haas, traffic mgr. **Det. Reps.**—A. C. Chambers and F. D. Hourigan. General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit 2, Mich.

BENDIX RADIO COMMUNICATIONS DIV. of Bendix Aviation Corp., Towson, Md. Automobile radio receivers, radio communications system for railroads and other mobile applications, aircraft radio navigational equipment. E. K. Foster, gen. mgr.; E. F. Kolar, wks. mgr.; Arnold Rosenberg, gen. sales mgr.; A. E. Abel, cf. engr.; J. L. Winchester, pur. agt. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit, Mich. Hovey Hagerman, acct. exec.

BENDIX-WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO., 901 Cleveland st., Elyria, O. Air brake systems and accessories for buses, trucks and trailers, air brake conversion kits, air clutch control, air steering, air horns, air supply units and other air controls for automotive and industrial applications. D. O. Thomas, pres.; F. G. Reiter, treas.; F. L. Wheaton, sales mgr.; D. S. Kimball jr., factory mgr.; E. R. Fitch, dir. of engr.; S. Johnson jr., cf. engr.; H. R. Hafferkamp, dir. of pur.; H. W. Jackson, serv. mgr.; H. J. Begin, adv. mgr. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit, Mich.

BENMATT ORGANIZATION, INC., 3447 East 15th st., Los Angeles 23, Calif. License plate frames, personalized monograms, auto luggage carriers. B. J. Audette, pres., gen. mgr.; R. E. Aasland, secy.-treas.; L. W. Potter, pur. agt.; Paul Huckelbury, traffic mgr. **Det. Rep.**—Leslie James, 14656 Terry ave. **Adv. Agcy.**—Besel Advertising, Los Angeles, Calif.

BENNETT PUMP DIV., John Wood Co., Broadway and Lethan sts., Muskegon, Mich. Gasoline pumps, tireflators, hand pumps, pedestal pumps, grease dispensers, air and water hose reels. J. B. Balmer, pres.; A. F. Jordan, vice-pres.; H. J. Wesley, secy.-treas.; L. A. Prescott, vice-pres. and wks. mgr.; S. K. McKemson, sales mgr.; A. Raschke, G. Bennett, asst. sales mgrs.; G. E. Woolfson, adv. mgr.; J. P. Blackburn, asst. adv. mgr.; W. M. Hoxie, serv. mgr.; H. N. Larsen, parts and acct. mgr.; O. B. Converse, cf. engr.; R. L. Borgeson, pur. agt.; J. S. Bush, asst. pur. agt.; H. C. Stamer, traffic mgr. **Det. Rep.**—T. G. Downey, 7310 Grand River ave. **Adv. Agcy.**—Morey, Humm and Johnstone, New York, N. Y.

BERGER MFG. DIV., Republic Steel Corp., Canton 5, O. Fabricators of steel products—bins for parts, racks, shelving, tool room and shop equipment, lockers, desks, tables, filing cabinets, storage cabinets, book shelf units, transfer cases. R. W. Helms, gen. mgr. of sales; C. E. Howes, mgr. of sales equip. products; A. U. Steenrod, mgr. steel bldg. prod. sales; M. C. Brown, -asst. mgr. steel bldg. product sales; E. T. Causer, works mgr.; Karl Foltz, pur. agt.; N. W. Sutmaier, adv. mgr. **Det. Rep.**—H. F. Shires, br. mgr., G. E. Reed, nat'l automotive rep. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

BERTLEY CO., INC., 540 E. Fordham, rd., New York 58, N. Y. Custom tailored automobile seat covers. Bert Levy, pres., sales mgr., pur. agt.; Hannah Levy, secy.-treas.; Norman Levy, gen. mgr.; Bert Levy, adv. and sales prom. mgr.

BETHLEHEM STEEL CO. Alloy and carbon steel bars and billets; low-alloy, high-strength corrosion resisting steel; tool steels; hot- and cold-rolled sheets and strip; forgings and castings; hydraulic presses and other special machinery; wire rope; cold-formed shapes and special sections. E. G. Grace, chairman; A. B. Homer, pres.; Paul Mackall, vice-pres., sales; P. S. Killian, vice-pres., pur.; J. M. Larkin, vice-pres., industrial and pub. rel.

BETTER METAL PRODUCTS CO., 4495 West 210th st., Cleveland 26, O. Repair order racks, key cabinets, carbon interleaved repair orders. T. H. Easly, pres.

BIG FOUR INDUSTRIES, INC., 5938 Carthage ave., Cincinnati 12, O. Henderson tire changers. V. H. Hildebrant, pres., treas., cf. engr.; E. T. Rothley, vice-pres.; A. F. Hildebrandt, secy., gen. mgr., sales mgr. and adv. mgr.; Ed Strassel, wks. mgr.; David W. Besuden, R. O. Richardson, asst. sales mgrs.; J. Hogen, pur. agt.; A. B. Cox, traffic mgr.

BINKS MFG. CO., 3114-40 Carroll ave., Chicago 12, Ill. Spray guns, spray booths, painting outfits, regulators, hose and connections, all spray painting accessories. Burke B. Roche, pres.; P. L. Griffin, vice-pres., and treas.; E. F. Watts, vice-pres. and sales mgr.; C. Houlihan, secy.; J. E. Rowe, adv. mgr.; George Harker, cf. engr.; George Gasser, pur. agt.; R. T. Hastie, pub. rel. mgr. **Det. Rep.**—A. W. Christenson, 105 E. Baltimore ave. **Adv. Agcy.**—Robertson & Buckley, Inc., Chicago, Ill. Scott Robertson, acct. exec.

BISHMAN MFG. CO., Osseo 1, Minn. Tire repair equipment, battery service equipment; pumps, barrel, drum, tank, tools; garage. Walter A. Bishman, pres.; E. L. Bishman, vice-pres.; Harold G. Lien, secy. and treas. and asst. sales mgr.; F. Ruhland, wks. mgr.; Don Lyons, sales and adv. mgr.; M. Dahlgren, parts and acc. mgr.; Walter Westley, cf. engr.; Gene Flink, pur. agt.. **Det. Rep.** James Wernert, 3155 Goddard rd., Toledo, O. **Adv. Agcy.**—F. H. Faber, Minneapolis, Minn. Bud Taylor, acct. exec.

BISHOP & BABCOCK MFG. CO., 4901 Hamilton ave., Cleveland 14, O. Thermo stats, replacement and original equipment; hot water heaters and heater fittings. Edward L. Mayo, pres.; Wm. C. Linehan, treas.; H. J. Stenger, gen. mgr.; E. R. Kay, sales supervisor; R. F. Doughty, adv. mgr.; A. G. Getz, chief engr.; R. A. Dempsey, pur. agt. **Det. Rep.**—A. Rus. Wendell, General Motors Bldg.

BLACK & DECKER MFG. CO., Towson 4, Md. Portable electric drills, sanders, polishers, shears, vacuum cleaners, electric beach and portable grinders; electric valve refacers, valve seat grinders; wire wheel and carbon cleaning brushes, etc. S. Duncan Black, pres.; A. G. Decker, vice-pres. and gen. mgr.; Thomas I. Burbage, secy.; Frank J. Nagell, treas.; A. G. Decker jr., vice-pres., mfg.; Robert D. Black, vice-pres., sales; Glen H. Treslar, vice-pres. and domestic sales mgr.; J. F. Apsey jr., adv. mgr.; George Herbst, serv. mgr.; G. C. Wilhide, cf. engr.; C. B. Mann, pur. agt. **Det. Rep.**—J. M. Schreiner, 3028 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Van Sant, Dugdale & Co., Baltimore, Md. Henry G. Erck, acct. exec.

BLACK MFG. CO., Dairy rd., Parkton, Md. Paint spray equipment 8. Duncan Black jr., pres., sales mgr.; A. H. Wickes, asst. sales mgr.; A. H. Nauss, pur. agt. **Adv. Agcy.**—Emery Adv. Co., Inc., 2 E. North ave., Baltimore, Md. Mr. Hatch, acct. exec.

BLACK & SONS, INC., ADAM, 300 Tonnele ave., Jersey City 6, N. J. Truck and trailer bodies. Fred O. Black, pres., gen. mgr.; William C. Black, secy., sales and adv. mgr.; Edward A. Black, treas. and works mgr.; Fred O. Black jr., chief engr.; Fred D. Godfrey, pur. agt.

BLACKHAWK MFG. CO., 5325 W. Rogers st., Milwaukee 10, Wis. Service tools, hydraulic hand jacks and service jacks, Porto-Power equipment, hydraulic controls. H. P. Brumder, pres., treas.; J. G. Merker, G. H. Goehrig, E. M. Pfauser, vice-presidents; L. E. Bertane, secy.; J. D. Merker, gen. mgr.; J. P. Hannaberry, wks. mgr.; G. H. Goehrig, vice-pres. in chg. of sales; W. W. Dyke, dist. sales mgr.; W. J. Kiley, adv. mgr.; J. G. Wederelt, serv. mgr.; E. M. Pfauser, cf. engr.; J. M. Brophy, pur. agt.; H. C. Schmidt, traffic mgr. **Det. Rep.**—Palmer Fry, 898 Edison ave., Detroit 2, Mich. **Adv. Agcy.**—Klau Van Pietersom-Dunlap-Assoc., Inc., 744 N. 4th st., Milwaukee, Wis. Burt Hotvedt, acct. exec.

BLANCHARD BRO. & LANE, 408 Frelinghuysen, ave., Newark 5, N. J. Genuine upholstery leather for automotive and furniture. Sherwood B. Gay, pres.; Karl W. Koeniger, N. C. Foss, George J. Belzel, vice-presidents; H. Gay Crawford, secy.-treas.; William J. Hinson, gen. mgr.; James K. Koeniger, works mgr.; N. C. Foss (chge. automotive), George J. Belzel (chge. furniture), sales mgrs.; H. L. Dinsmore, chief engr.; H. D. Weeks, pur. agt. **Det. Rep.**—Ryan Sales Engineering Co., 82 Lothrop ave.

BLISS CO., E. W., 1375 Raff rd., S. W., Canton, O. Mechanical presses, hydraulic presses, automatic feeds, can and container machinery, rolling mills, special machinery. Louis C. Edgar jr., pres.; E. A. Irwin, gen. sales mgr.; W. F. B. Henderson, exec. vice-pres.; L. R. Collart, secy.-treas.; J. T. Harrington, adv. mgr.; E. V. Crane, cf. engr., Canton div.; A. H. Schloz, cf. engr., Toledo div.; F. B. Porteous, cf. engr., Hastings div.; G. F. Harrington, cf. engr., Rolling Mill div., Salem, O.; M. R. Hatch, cf. engr. spec. assignment. **Adv. Agcy.**—Fred Wittner Adv., New York, N. Y. John J. Feeley, acct. exec.

BLUE CROWN SPARK PLUG CO., 1800 Winnemac ave., Chicago 40, Ill. Spark plugs. P. D. Jackson, pres.; J. E. D. McCarty, chief engr.

BLUMENTHAL & CO., INC., SIDNEY, 1 Park ave., New York 16, N. Y. H. H. Schell, pres., gen. mgr.; Andre Blumenthal, vice-pres.; George Belsheim, treas.; William P. Mimnagh, automotive sales mgr.; George Matthews, adv. mgr.

BOHN ALUMINUM & BRASS CORP., 1400 Lafayette bldg., Detroit 26, Mich. Automobile, truck, diesel and aircraft engine bearings; aluminum pistons, sand castings, permanent mold castings; aluminum and brass extrusions, forgings; aluminum ingot; brass and bronze ingot. Charles B. Bohn, chmn. of bd.; S. D. Den Uyl, pres.; R. J. Roshirt, vice-pres.; Henry Levitt, vice-pres.; C. M. Adams, secy.; F. M. Taylor, treas.; V. C. Mrowca, asst. secy.; R. J. Warner, asst. treas.; Terry W. Kuhn, vice-pres.; C. M. Adams, adv. mgr.; H. O. Davis, pur. agt. **Adv. Agcy.**—Zimmer-Keller, Inc., Detroit 26, Mich.

BOHN ALUMINUM & BRASS CORP., SERVICE DIV., Holland, Mich. Engine bearings, reconditioned connecting rods, rebabbitted connecting rods, Bohnalite pistons and pins, water pumps, water pump repair kits, babbitt metal, Chevrolet rod dippers, king bolt sets. S. D. Den Uyl, pres.; O. C. Dunkin, gen. mgr.; C. M. Adams, adv. mgr.; R. S. Booth, pur. agt. **Det. Rep.**—W. S. Halfpenny, 1601 Howard st., Detroit 16. **Adv. Agcy.**—Zimmer-Keller, Detroit. W. L. Chittenden, acct. exec.

BOLTA PRODUCTS SALES, INC., 151 Canal st., Lawrence, Mass. Boltaflex, all-plastic covering material. Harold Houston, treas.; Daniel E. Hogan jr., sales mgr.; Sol Sackel, adv. mgr.; Floyd Folsom, asst.; Robert Kesler, pur. agt. **Adv. Agcy.**—H. B. Humphrey Co., Boston, Mass. Herbert Hand, acct. exec.

BONNEY FORGE & TOOL WORKS, Allentown, Pa. Mechanics' hand tools. J. E. Durham jr., chmn. of bd.; A. J. Male, pres., treas.; F. S. Durham, jr., secy.; C. D. Otterson, sales mgr.; H. J. Seaman, E. A. Eyer, asst. sales mgrs.; E. S. Sensenderfer, adv. mgr.; L. J. McGregor, cf. engr.; W. F. Herbst jr., pur. agt. **Det. Rep.**—H. D. Wixson, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa. Martin E. Goldman, acct. exec.

BOOTS AIRCRAFT NUT CORP., 50 John st., Stamford, Conn. Self-locking nuts. Col. N. Jay Boots, pres.; J. Nelson Kelly, vice-pres.; C. A. Milton, secy.-treas.; W. D. Wedgwood, sales mgr. **Adv. Agcy.**—Moore & Beckham, Inc., Greenwich, Conn.

BORG & BECK DIV. of Borg-Warner Corp., 6558 S. Menard ave., Chicago 38, Ill. Torque converters and clutches for passenger cars, trucks, tractors, lifttrucks. David E. Gamble, pres.; Tolbert L. Knecht, vice-pres., gen. mgr.; Clyde Bissell, secy.-treas.; Joseph T. Branit, wks. mgr.; Arthur W. Anderson, Alfred A. Krueger, sales engrs.; Chas. C. Blanchard, serv. mgr.; Harold Nutt, vice-pres. in chge engrg.; Harold V. Reed, cf. engr.; Lawrence R. Seen, pur. agt.; Edward F. Newren, asst. pur. agt.; Carl E. Morris, traffic mgr. **Det Rep.**—Joel D. Monroe, Rm 7-233 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill. Walter E. Smith, acct. exec.

BORG PRODUCTS DIV., The George W. Borg Corp., 902 Wisconsin st., Delavan, Wis. Electrically-wound and hand-wound clocks, polishing pads and bonnets, wheel balancing equipment. George W. Borg, pres.; Lester M. Grether, vice-pres.; Harold R. Egenes, secy., treas.; Karl Keck, sales mgr.; Peter Olson, chief engr.; H. W. DeVitt, pur. agt. **Det. Rep.**—Roy M. Hood, Basso Bldg., Detroit 2, Mich.

BORG-WARNER CORP., 310 S. Michigan, Chicago 4, Ill. Clutches, transmissions, automatic transmissions, gears, universal joints, carburetors, automotive timing chains, radiators (for passenger cars, trucks, buses and tractors), silent chains, sprockets, flexible couplings, speed reducers, hydraulic pumps, fuel pumps, air pumps, electric motors and related accessories (for aircraft, electric and engine hydraulic pumps), valves and electric motors, Borg-Warner super-chargers and blowers, gear reduction units, power take-offs, mechanical precision springs for automotive and aircraft industries, special clutch discs and precision flat springs. C. S. Davis chmn. of bd.; R. C. Ingersoll, pres.; G. A. Shallberg, chmn. of exec. comm.; Mathew Keck, vice-pres.; L. G. Porter, treas.; R. W. Dose, sec.; G. A. Shallberg jr., dir. of adv.; J. S. Davis, dir. of pub. rel. **Adv. Agcy.**—J. Walter Thompson Co., Chicago, Ill. T. T. Weldon, acct. exec. **Industrial Adv.**—Rogers and Smith, Chicago, W. E. Smith, acct. exec.

BORROUGHS MFG. CO., Div. American Metal Products Co., 3002 N. Burdick, Kalamazoo, Mich. Parts bins, shelving, service desks, display stands, storage racks, cabinets, stampings and tubing fabrication. A. M. Mras, pres., treas.; D. F. Roby, vice-pres.; Roy Curtiss, secy.; Clay H. Nichols, gen. mgr.; C. A. Brunner, cf. engr. and wks. mgr.; Tracy Call, contr., pub. rel.; Richard Degner, sales mgr.; Don Finnie, adv. and asst. sales mgr.; J. Wesley Clarke, pur. agt.; Robert Burnside, asst. pur. agt; Ray Pike, traffic mgr. **Det. Rep.**—Automotive Bin Service Co., 9900 Freeland ave. **Adv. Agcy.**—Roland G. Spedden, 1402 Maccabees bldg., Detroit 6, Mich. Roland G. Spedden, acct. exec.

BOSTON WOVEN HOSE & RUBBER CO., P. O. Box 1071, Boston 3, Mass. Industrial and fractional belting, hose, friction and rubber tape, sheet packing, brass goods, tubing and plastic hose. John M. Bierer, exec. vice-pres., gen. mgr.; Alden S. Foss, secy., asst. treas.; Wilfred L. Larkin, treas., vice-pres.; J. C. Walton, wks. mgr.; Harry F. Maxon, vice-pres., gen. sales mgr.; W. I. Lewis, asst. sales mgr.; H. S. Johnson, adv. mgr.; G. E. Apel, cf. engr.; Harrison S. Royce, pur. agt. T. F. Murphy, traffic mgr. **Adv. Agcy.**—Sutherland-Abbott, 234 Clarendon st., Boston, Mass. Paul Abbott, acct. exec.

BOSTROM MFG. CO., 133 W. Oregon st., Milwaukee 4, Wis. Hydraulic suspension seat assemblies for trucks and tractors; cushions; spring units for trucks, tractors, earthmovers, transport vehicles. Harold W. Bostrom, pres., gen. and wks. mgr.; Karl A. Bostrom, vice-pres. and treas.; W. J. Schlapman, sales mgr.; Richard R. Whiting, secy.; F. A. Grabarczyk, cf. engr.; J. H. Kitterman, pur. agt. **Adv. Agcy.**—Al Herr Adv. Agency, Milwaukee 4, Wis. Al Herr, acct. exec.

BOSTWICK LABORATORIES, INC., 706 Bostwick ave., Bridgeport 5, Conn. Insect killer, fire extinguisher, Aerosol insecticides, moth proofers, air conditioners, plastic sprays, spray paints, automobile spray wax, Spray-Kleen spot remover. A. O. Samuels, pres. and gen. mgr., treas.; J. Schenberg, vice-pres.; Herbert Cohen, secy.; G. Foster, wks. mgr. and pur. agt.; Jack Schenberg, sales and adv. mgr.; Paul Klinger, traffic mgr. **Det. Rep.**—Sid Fein (automotive rep.). **Adv. Agcy.**—Grey Advertising Agency, New York, N. Y.

BOWEN PRODUCTS CORP., 1716 Guardian bldg., Detroit 26, Mich. and Canal st., Auburn, N. Y. Lubricators, metal stampings, automobile window regulators and door latches. L. A. Young jr., pres.-treas.; H. E. Walker, exec. vice-pres., gen. mgr.; Edwin R. Tharp, contr. and asst. to pres.; R. E. Cross, secy.; Mary D. Below, asst. secy.; T. Gwardinski, regional sales mgr. and Det. pur. agt.; P. Williamson, plant sales mgr.; Wm. C. Quarnstrom, sales engr.; M. St. John, pur. agt.; J. S. Bertling, plant mgr.; G. Hoyt, traffic mgr.; R. Mullally, pub. rel.; J. Esken, quality control.

BOWER ROLLER BEARING CO., 3040 Hart ave., Detroit 14, Mich. Tapered roller bearings, straight roller bearings. S. A. Strickland, pres.; G. F. Johnson, exec. vice-pres.; Theo. C. Dye, secy.; F. E. Halderman, treas.; J. R. Squire, vice-pres. mfg.; R. S. Strickland, vice-pres. sales; R. Strickland, adv. mgr.; G. O. Wilson, vice-pres. engrg.; Charles Heller, pur. agt. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich. R. A. Brewer, acct. exec.

BOWES "SEAL FAST" CORP., 226 N. Pine st., Indianapolis 7, Ind. Charles E. Bowes, pres.; Corwin T. Geyer, vice-pres. and gen. mgr.; Freeman A. Leas, secy.; Maude F. Watson, treas.; George O. Cote, gen. sales mgr.; George E. Talmage, asst. sales mgr.; David A. Henderson, adv. mgr.; Frank S. Gardner, pur. agt.; Roy Gardner, asst. pur. agt. **Det. Rep.**—Fay Barnett, 16739 Rutherford. **Adv. Agcy.** — Pettinger,- Harding Inc., Indianapolis, Ind. Charles Pettinger, acct. exec.

BOYERTOWN AUTO BODY WORKS, INC., Third and Walnut, Boyertown, Pa. Production type conventional and forward control delivery panel bodies; special custom-built bodies, van bodies, refrigerated truck bodies, ambulance bodies, military vehicles. Paul R. Hafer, pres.; B. Frank Hafer, secy.-treas.; Jess Goran Flo, sales mgr.; Gordon Rose, asst. to pres.; Lloyd B. Fritz, production coordinator.

BRACH MFG. CORP., 200 Central ave., Newark 4, N. J. Auto radio antennas, FM & TV antennas. Leon S. Brach, pres.; Ira Kamen, sales mgr.; J. B. Cejka, vice-pres. and cf. engr.; K. Gazo, pur. agt. **Det Rep.**—S. Kehoe, 723 Fisher bldg., Detroit, Mich. **Adv. Agcy.**—A. W. Lewin Co., Newark, N. J.

BRADY CORP., 18th and Ebright st., Muncie, Ind. Automatic cooling system cleaners, industrial coolant pumps, automotive exhaustair system. F. E. Brady, pres., gen. mgr and cf. engr.; E. A.

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Bolta-Quilt

Electronically Quilted Boltaflex
Specially formulated for Seat Covers

A Great New Product by the makers of Boltaflex

Talk about beauty! Bolta-Quilt comes in a wide choice of decorator colors in slick modern finishes and rich, leather-like grains. Bolta-Quilt colors match Boltaflex colors exactly.

Talk about quality! Bolta-Quilt is made of automotive-grade Boltaflex, specially formulated to give unexcelled resistance to heat and cold. It won't chip or peel; resists staining, scuffing and fading, and it is perfectly bonded together by Bolta's *exclusive* High-Fusion process!

Talk about sales! Car owners will accept Bolta-Quilt on sight because behind it is all the force of Bolta's great four-color national advertising program in

LADIES' HOME JOURNAL • HOLIDAY
BETTER HOMES AND GARDENS • HOUSE BEAUTIFUL
SATURDAY EVENING POST • SUCCESSFUL FARMING

and other magazines. The Bolta name is accepted throughout the land.

Send for samples and sales aids . . . window streamers, counter cards, newspaper mats, the works! . . . to help you clean up on seat covers trimmed with Bolta-Quilt.

BOLTA PRODUCTS SALES, INC.
Lawrence, Massachusetts

Branch Offices and Warehouses: New York, 45 West 34th St.; Chicago, *Space* 211 American Furniture Mart; High Point, N. C., 513 English St.; Philadelphia, 230 Arch St.; Los Angeles, 3544 East Olympic Blvd.; Cleveland, Ohio, 7306 Wade Park Ave.; Miami, Fla., 121 N. East 9th St.

Bolta-Quilt* means Covered with lasting Beauty

*(ELECTRONICALLY QUILTED Boltaflex)

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Huston, vice-pres., and bus. mgr. dir.; H. L. Haskett, factory mgr.

BRAEBURN ALLOY STEEL CORP., Braeburn, Pa. High speed tool steels, hot work die steels, cold work die steels, die casting die steels, tool bits, shear blades. Norman I. Stotz, pres.; J. A. Nelson, vice-pres.; C. R. Warren, treas.; C. W. Schuck, wks. mgr.; K. A. Stroble, gen. sales mgr.; R. N. Armstrong, asst. sales mgr.; E. M. McLaughlin, pur. agt.; G. J. Balog, traffic mgr. **Det. Rep.**—E. A. Brophy, dist. mgr., 6560 E. McNichols rd., Detroit.

BREEZE CORP., INC., 41 S. Sixth st., Newark 7, N. J. Radio ignition shield assemblies, tab controls, tachometer adapters, conduit and fittings, hose clamps, flexible tubing and metallic bellows and electrical connectors. J. T. Mascuch, pres.; J. F. Lucas, vice-pres.; H. J. Dwyer, secy.; F. G. Shupp, treas.; F. T. Gould, sales mgr.; W. Miller, wks. mgr.; K. G. Strunk, chief engr.; G. C. Braumuller, pur. agt.; A. P. Ellsworth, asst. **Adv. Agcy.**—Burke Dowling Adams, Montclair, N. J. B. D. Adams, acct. exec.

BREUER ELECTRIC MFG. CO., 5100 N. Ravenswood ave., Chicago 40, Ill. Industrial vacuum cleaners, floor maintenance machines, portable electric blowers, portable (Auto-Vac) vacuum cleaners, dust collectors. A. A. Breuer, gen. mgr.; J. A. Jason, wks. mgr.; A .A. Anderson, sales mgr.; P. W. Williams, asst. sales mgr.; I. Frahm, serv. mgr.; G. Marshall, pur. agt. **Det. Rep.**—H. A. Waite, 2404 Milwaukee ave., E. **Adv. Agcy.**—Allan Marin & Assoc., Chicago, Ill. Allan Marin, acct. exec.

BREWSTER MFG. CO., 2262 Bedford ave., Brooklyn 26, N. Y. Custom built auto seat covers. Norman Glassberg, sales mgr., pur. agt.; Ned Glassberg, adv. mgr.; Stanley Glassberg. All partners.

BREWER-TITCHENER CORP., 111-113 Port Watson st., Cortland, N. Y. Forgings and stampings. E. A. Brewer, pres.; M. E. Maxon, C. E. Titchener, vice-pres.; J. H. Greene, vice-pres.; E. R. Brewer, secy.; W. S. Brewer, asst. treas.; M. E. Maxon, sales and adv. mgr.; A. W. Hoffman, pur. agt.; F. R. Davies, traffic mgr. **Det. Rep.**—C. H. Webster, 2832 E. Grand Blvd., Detroit, Mich. **Adv. Agcy.**—Taylor Ward, Inc., Ithaca, N. Y.

BRIDGEPORT BRASS CO., 30 Grand st., Bridgeport 2, Conn. Brass and copper sheet, rod, wire, tubing, condenser and heat exchanger tubing, bronze welding rod and wire, phono-electric bronze wire, brass and copper pipe, copper water tubing, fittings, tire valves, plumbing goods. Herman W. Steinkraus, pres., gen. mgr.; Austin R. Zender, vice-pres., chg. sales; John S. Dawson, secy., counsel; W. R. Breetz, vice-pres., treas.; Philip Davidson, adv. mgr. **Adv. Agcy.**—Hazard Advertising Co., New York. John C. Lucas, acct. exec.

BRIDGEPORT FABRICS, INC., 805 Wood ave., Bridgeport, Conn. Elastic and non-elastic narrow fabrics, sponge rubber weatherstripping with molded-in spring wire flange, robe rails, assist straps. H. B. Naramore, chmn. of bd.; H. Burling Naramore, pres.; R. W. Naramore, vice-pres., sales mgr.; E. J. Morrell, secy.; T. N. Wakeman, treas.; L. Sparagen, chief engr.; H. A. Hubbell, pur. agt. **Det. Rep.**—732 Fisher Bldg., Detroit 2, Mich. **Adv. Agcy.**—James Thomas Chirurg Co., 48 E. 43rd st., New York, N. Y. L. H. Brendel, acct. exec.

BRIGGS FILTRATION CO., River rd., Washington 16, D. C. Oil filters and oil filter replacement elements. F. E. Ehrman, pres.; J. H. Nash, vice-pres., secy.-treas.; S. W. Briggs, vice-pres., chg. research; J. A. Collins, sales mgr. (automotive); R. A. Howland and H. K. Woodward, sales mgrs. (industrial); Mrs. Hettie Davis, sales prom. mgr.; W. M. Pope, chief engr.; W. C. Bauer, chief consulting engr.; D. Hardester, pur. agt.; N. L. King, traffic mgr. **Det. Rep.**—Industrial: Wm. A. DaLee, Inc., 9190 Roselawn ave., Automotive: Forrest R. Conklin, 12622 Woodrow Wilson, Detroit 6. **Adv. Agcy.**—Willis S. Martin Co., Fort Wayne, Ind. W. S. Martin, acct. exec.

BRIGGS MFG. CO., 3675 E. Outer dr., Detroit 34, Mich. Automotive bodies and component parts. Automobile metal stampings, automotive interior trim, decorative plastic panels and mouldings, paints and refinishing materials for car and home, Briggs Beautyware plumbing fixtures, porcelain enamelware, vitreous chinaware, brass plumbing ware fittings. W. D. Robinson, pres. and gen. mgr.; E. E. Lundberg, exec. vice-pres. and asst. gen. mgr.; W. O. Briggs jr., exec. vice-pres. and treas.; A. D. Blackwood, secy. and compt.; F. H. Hofmann, vice-pres.; G. W. Drysdale, mfg. mgr.; C. B. Doty, chief engr.; L. J. McPharlin, dir. of pur.; Robert H. Baker, asst. dir. of pur. W. J. Athanson, dir. of serv.; J. I. Boomer, traffic mgr. **Adv. Agcy.**—McManus, John & Adams, Detroit, Mich.

BRIGGS MFG. CO., Refinishing Materials Div., 3001 Miller ave., Detroit 11, Mich. Refinishing materials for car and home. W. D. Robinson, pres. and gen. mgr.; E. E. Lundberg, F. W. Hoffman, vice-presidents; A. D. Blackwood, secy.; W. O. Briggs jr., vice-pres. and treas.; T. W. Edwards, sales mgr.; N. I. Farley jr., adv. and sales prom. mgr.; W. J. Athanson, gen. mgr. parts and refinishing materials div.; G. W. Warner, asst. gen. mgr. **Adv. Agcy.** — Livingstone-Porter-Hicks, Detroit, Mich. L. P. Hicks, acct. exec.

BROCKWAY MOTOR CO., INC., 106 Central ave., Cortland, N. Y. George S. Piroumoff, pres., gen. mgr.; Frank C. Odell, secy.-treas.; Walter F. Blanden, asst. gen. sales mgr.; Gerald D. Shira, adv. mgr.; Harold O. Keller, serv. mgr.; Rodman S. Reed, chief engr.; Lester L. Cross, asst.; Claude M. Bigelow, pur. agt.; Charles C. Severance, prod. mgr.

BROWN EQUIPMENT & MFG. CO., 1740 Broadway, New York 19, N. Y. Gasoline and diesel highway tractors, aluminum trailers, truck bodies, batteries (truck, bus, diesel and passenger car), "Marko-Lite" (marker lights). W. E. Simpson, pres. and treas.; D. V. Gearwar, vice-pres.; I. R. Hunt, secy.; W. J. Spain jr., asst. treas.; J. Kilgour, adv. mgr.; Carmin A. Tenuta, svc. mgr.; H. W. Haldeman, parts and acc. mgr.; B. S. Horton, chief. engr. and vice-pres. **Adv. Agcy.**—Walter Weir, Inc., New York. David H. Echols, acct. exec.

BROWN RUBBER CO., INC., Union st. and Concord rd., Lafayette, Ind. Molded sponge rubber products. E. A. Callanan, pres., gen. mgr.; J. H. Buskirk, vice-pres., wks. mgr.; R. D. Branigin, secy.; C. W. Hickman, treas.; George Leach, sales, adv. mgr.; George McCollough, gen. supt.; Fred Tuxworth, chief engr.; H. L. Wettschurack, pur. agt.; G. Meyers, traffic mgr.; Howard Kissel, pub. rel. mgr. **Det. Rep.**—A. E. Hess, 1019 Fisher bldg., Detroit.

BROWN TRAILERS, INC., Spokane, Wash. Aluminum van trailers, open tops, insulated closed vans, dry freight closed vans, open top grain trailers, drop frame trailers, aluminum truck bodies. T. C. Brown, pres. & gen. mgr.; W. R. Brown, vice-pres.; H. M. Hamblen, secy.; John Leveille, treas.; L. A. Clark, wks. mgr.; J. H. McPhee, adv. mgr.; H. F. Fogman, serv. mgr.; K. W. Tantlinger, chief engr. R. P. Whelan, pub. rel. mgr. **Adv. Agcy.**—Klan - Van Pieterson - Dunlap Assoc., Milwaukee, Wis.

BRUNNER'S, INC., 358 E. Center st., Manchester 1, Conn. The Brunner turntable. Chester E. Brunner, pres., sales prom. mgr.; Ernest D. Smith, vice-pres.; Rosella Giraitis, secy.; Sherwood Benson, treas.; John Karcy, gen. mgr. and chief engr.; Peter Tozzi, works mgr., pur. agt.; Chester E. Brunner, adv. mgr.; James Benson, serv. mgr.

BRYANT CHUCKING GRINDER CO., 257 Clinton, Springfield, Vt. Internal grinding machinery. W. J. Bryant, pres.; J. H. Beardsley, gen. mgr.; Alan E. Stubbs, sales mgr.; A. L. Hicks, treas.; Alan M. Brown, adv. mgr.; M. H. Arms, chief engr.; E. R. Olney, pur. agt. **Adv. Agcy.**—H. A. Loudon, Adv., Boston, Mass.

BUDA CO., 154th and Commercial aves. Harvey, Ill. Diesel and gasoline engines, generator sets, lifting jacks, diesel nozzle tester, railroad equipment, earth drills, material handling equipment. R. K. Mangan, pres.; L. C. Daniels, vice-pres.; K. E. Fitzpatrick, secy-treas.; R. W. Williamson, sales mgr. (railroad and ind.); L. F. Shoemaker, sales mgr. (engines); R. H. Heberling, wks. mgr.; H. H. Cohenour, adv. and sales prom. mgr.; R. M. Dickinson, asst.; A. F. Ochtman, chief engr.; H. W. Blank, parts mgr.; R C. Wieterson, pur. agt.; W. A. McBratney, asst. M. J. Rice, traffic mgr. **Det. Rep.**—Operates out of Harvey, Ill. **Adv. Agcy.**—Ross Llewellyn, Inc., Chicago, Ill. Ed Papp, acct. exec.

BUDD BARR INDUSTRIES, 1552 Holbrook, Detroit 11, Mich. Grille guards, fender skirts, gas door guards, Buick lamp grilles. Budd Barr, pres.; M. S. Barr, pur. agt. **Adv. Agcy.**—Marvin Hahn, Detroit, Mich.

BUDD CO., 2450 Hunting Park ave., Philadelphia 32, Pa. Body parts and stampings; truck and bus wheels; truck trailers; agricultural implements. Edward G. Budd jr., pres.; E. R. Schmidt, mfg. vice-pres.; G. M. Barnes, engr. vice-pres.; Al Walton, gen. mgr. mfg.; E. A. Clark (Detroit), vice-pres.; H. A. Coward, vice-pres. and secy.; Paul Zens, vice-pres. and treas.; Frank L. Hight, D. Coyle, E. Blaine, wks. mgrs.; H. A. Coward, adv. mgr.; R. F. Littley, vice-pres. auto sales; J. G. Richard Heckscher, asst. secy.; Francis S. White, pur. agt.; Charles Davitt (Phila.), W. J. S. Buchanan (Detroit), traffic mgr.; S. Stewart (Phila.), Caron M. Wallace (Detroit), pub. rel. mgrs. **Adv. Agcy.**—Lewis & Gilman, Philadelphia 2, Pa. John C. Belfield, acct. exec.

BUELL MFG. CO., 919 W. 49th Place, Chicago 9, Ill. Air horns, compressors. R. D. Buell, pres.; Roy D. Buell jr., vice-pres.; L. T. Wright, works mgr. **Det. Rep.**—Elton M. Eldredge, 6432 Cass ave. **Adv. Agcy.**—Rogers & Smith, Chicago, Ill. J. M. Wentsel, acct. exec.

BUICK MOTOR DIV., Flint 2, Mich. Motor cars. I. L. Wiles, gen. mgr.; A. H. Belfie, gen. sales mgr.; R. E. Rudd, J. B. Nash, F. V. Bridge, asst. sales mgrs.; J. H. Scudder, adv. mgr.; E. J. Krause, serv. mgr.; Paul E. McCracken, parts and acct. mgr.; V. P. Mathews, chief engr.; W. J. Brewer, pur. agt.; C. Clark Smith, traffic mgr. **Det. Rep.**—J. L. Bradshaw. **Adv. Agcy.**—Kudner Agency, Inc., New York City, N. Y. Martin Rice, acct. exec.

BUILDERS ORNAMENTAL IRON CO. (Frame Master), 4655-59 W. Arthington st., Chicago 44, Ill. Frame and straightener for cars and trucks; collision units for alignment and front end work up to the cowl; special axle tools. William J. Payes jr., pres. and treas.; Frank J. Sudlik, vice-pres., gen. sales mgr.; Howard R. Johnson, pur. agt.; Jess L. Elam, chief instructor. **Adv. Agcy.**—Leslie Brink, Chicago, Ill.

BUNDY TUBING CO., 8109 E. Jefferson ave., Detroit 14, Mich. Bundyweld steel tubing, monel tubing, nickel tubing. W. W. Anderson, pres.; G. D. Baker, vice-pres. sales; W. C. Ireland, vice-pres., gen. mgr.; J. L. Shanahan, works mgr.; P. A. O'Connell, sales mgr.; David Knox, chief engr.; T. H. Schneider, pur. agt. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. L. Grant Hamilton, acct. exec.

BUNTING BRASS & BRONZE CO., 715 Spencer st., Toledo 9, O. Cast bronze bearings, both standard and special; electric motor bearings; bronze bars of bearing bronze. G. H. Adams, pres.; W. F. Volk, secy., treas.; L. Carnell, vice-pres. chge. of mfg.; R. R. Hirsch, vice-pres. of sales; M. A. Hamman, B. H. Wigle, sales mgrs.; D. C. Spaulding, prod.

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engr.; O. Heath, chief engr.; J. Frautschi, pur. agt.; W. H. Roberts, asst.; F. Stewart, traffic mgr. **Adv. Agcy.**—Beeson-Faller-Reichert, Inc., Toledo, O.

BURD PISTON RING CO., 2401 Tenth st., Rockford, Ill. Piston rings, piston expanders, valve packing, valve guides, car and bus heaters, defrosting fans, switches, heater hose, thermostats, parts, heater service. F. M. White, pres.; Alvin Haas, vice-pres., wks. mgr.; M. E. Wahlstrom, secy.-treas.; E. F. Eiseman (repl. div); G. H. Gruber, (original equip. div.), sales mgr.; R. H. Colvin, chief engr.; W. Gustafson, pur. agt.; D. Fisher, traffic mgr. **Adv. Agcy.**—Western Adv. Agency, Racine, Wis. R. J. Wentsel, acct. exec.

BURG, A. S., CO., 116 South st., Boston 11, Mass. Materials for auto seat covers. A. S. Burg, pres., adv. mgr.; Barney Kane, vice-pres. sales mgr., pur. agt.; Elliot Adelman, secy.; G. Burg, treas.; Albert Ross, asst. treas.; **Det. Rep.**—Frank J. Murphy jr. **Adv. Agcy.**—Bresnick & Solomon, Boston, Mass.

BURGESS BATTERY CO., Freeport, Ill. Dry batteries, flashlights, pocketlights, lanterns. D. W. Hirtle, pres.; F. J. Kirkman, vice-pres.; D. J. Teare, secy., treas.; W. T. Evans, asst. secy.; F. J. Kirkman, gen. mgr.; H. S. Cramer, gen. supt.; L. H. Harriss, sales mgr.; T. F. Hrubecky, asst. sales mgr.; C. E. Balz, adv. mgr.; J. J. Coleman, chief engr.; C. A. Butcher, pur. agt.; R. E. Beldt, asst.; A. C. Harris, traffic mgr. **Det. Rep.**—C. L. Robinson, 121 S. Hudson st., Coldwater, Mich. **Adv. Agcy.**—Ruthrauff & Ryan, Chicago, Ill. W. V. A. Combs, acct. exec.

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BURROUGHS ADDING MACHINE CO., 6071 Second ave., Detroit 32, Mich. Adding machines, bookkeeping machines, accounting machines, calculating machines, billing machines, cash registering machines, office chairs, microfilm equipment (distributors of Bell & Howell Microfilm, exclusive); supplies for all types of business machines, carbon paper. John S. Coleman, pres.; R. R. Eppert, vice-pres., marketing; K. C. Tiffany, vice-pres., finance; R. G. Bower, vice-pres., engrg; Shelton Hall, secy.; H. Lombard, treas.; Willis E. Morgan, sales mgr.; Noel L. Mudd, asst. sales mgr.; W. C. Sproull, adv. mgr.; A. R. MacIsaac, asst.; E. G. Welch, sales prom. mgr.; C. A. Baker, serv. mgr.; R. S. Stark, pur. agt.; A. C. Burrows, traffic mgr.; W. A. Durbin, pub. rel. mgr. **Det. Rep.**—A. Y. Wilson, mgr. Detroit branch, 7351 Woodward ave., Detroit 2. **Adv. Agcy.**—J. Walter Thompson Co. (export), Campbell-Ewald Co. (domestic), Detroit, Mich. G. Richardson jr. (J. Walter Thompson Co.), Paul Stewart (Campbell-Ewald), acct. execs.

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C

CADILLAC MOTOR CAR DIV., 2860 Clark ave., Detroit 32, Mich. Motor vehicles. D. E. Ehrens, gen. mgr.; J. M. Roche, gen. sales mgr.; C. F. Arnold, chief engr.; H. A. Barber, wks. mgr.; C. H. Smith, compt.; R. A. Vogel, mgr. pur.; M. E. Fields, dir. per. and pub. rel.; J. W. Dunivan, dist. mgr.; C. W. Schooley, merch. mgr.; G. W. Otto, gen. parts and serv. mgr.; C. W. Criss, bus. mgt. Norman Edwards, organiz. mgr.; R. L. Newton and E. F. Upson, asst. gen. sales mgrs.; E. J. Tiedeman, traffic mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit.

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CALLAWAY MILLS, INC., 295 Fifth ave., New York 16, N. Y. Industrial fabrics, industrial yarns, automobile headlining, fabrics. R. D. Williams jr., pres.; F. S. Graves (ind. fabrics), D. P. Halsey (ind. yarns), F. R. Spitznagel (headlinings), sales mgrs.; John J. Fisher, adv. and pub. rel. mgr. **Det. Rep.**—F. R. Spitznagel, Francis Palms Bldg., Detroit 1. **Adv. Agcy.**—J. M. Mathes, Inc., New York 17, N. Y. H. L. Rohde, acct. exec.

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CAL-VAN MACHINE PRODUCTS, INC., 809 S. Water st., Jackson, Mich. Automotive parts for car manufacturing; specialized garage tools. B. L. Dowley, pres.; J. C. Mich, vice-pres.; D. E. Ritson, secy.; A. L. Dowley, treas.; W. J. Dowley, vice-pres. **Adv. Agcy.**—Guy Core Co., Jackson, Mich.

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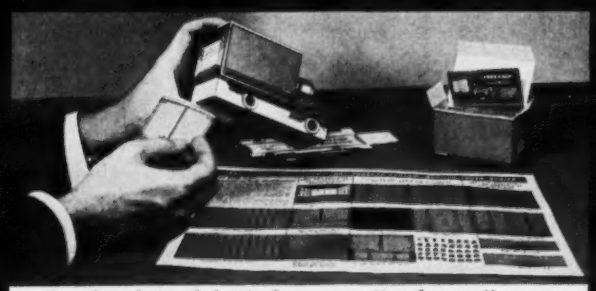

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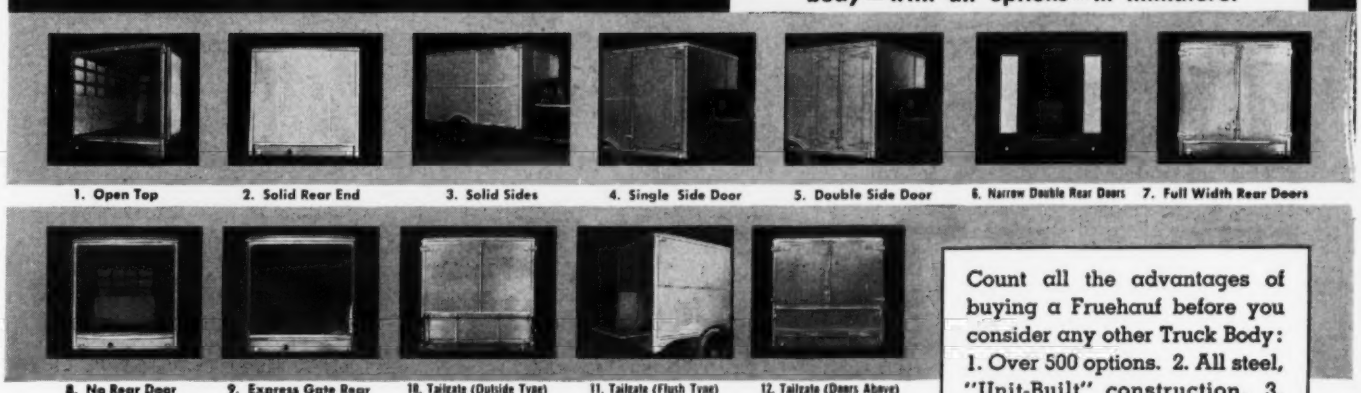

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Who's Who in Auto Industry

(Continued from Page 161)

land st., Cambridge 41, Mass. Rustbuster radiator treatment, lecton car-care (paint protection), hazebuster (cleaner), dirtbuster car wash. Leo E. Concannon, pres., treas.; Edward H. Concannon, vice-pres.. **Det. Rep.**—Edw. K. Stearns, 6432 Cass ave., Detroit 2, Mich.

CAPITOL TIRE CO., INC., Scotts Lane east of Ridge, Philadelphia 29, Pa. Remolded tires. Edward Welt, pres.; P. A. Welt, secy.-treas.; James W. Hess, gen. sales mgr.; Stanley C. Compher, gen. prod. mgr.; George S. Colvey, office mgr.; Isaac R. Shreve, plant mgr. **Adv. Agcy.**—Ralph A. Hart Adv. Agency, Ralph Hart, acct. exec.

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CARPENTER MFG. CO., E. W., 1565 Railroad ave., Bridgeport 5, Conn. Bus and truck directional signals. D. Wheeler Clark, pres. and gen. mgr.; W. T. Leete, vice-pres. and wks. mgr.; Henry C. Wheeler, secy.; B. James Burke, treas.; Allan Raeburn, pur. agt. **Det. Rep.**—William G. Kimmont, 15372 Kentucky, Detroit 2, Mich.

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CELLUSUEDE PRODUCTS, INC., 500 N. Madison st., Rockford, Ill. Rayon automotive flock; hair automotive flock; coated papers. J. C. Sutton, pres.; P. L. Flanigan, vice-pres., sales and adv. mgr.; Roy Thoren, traffic mgr. **Det. Rep.**—Lloyd Thiel, Donovan bldg., 2457 Woodward ave., Detroit. **Adv. Agcy.**—Cummings, Brand & McPherson, Rockford, Ill.

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CHASE BRASS & COPPER CO., 236 Grand st., Waterbury 20, Conn. Automotive fittings (brass, compression and flared); automotive tube (copper). R. C. Diehl, pres.; S. H. Perry, vice-pres. (mill sales); Rodney Chase, vice-pres. in chge. of pub. ad ind. rel.; R. R. Quay, secy.; J. H. Gilbert, treas.; W. L. Smith, works mgr.; E. L. Malvey, adv. mgr.; C. D. Patterson, pur. agt.; F. H. Vickery, traffic mgr. **Det. Rep.**—Branch office and warehouse at 14480 Woodrow Wilson ave., Detroit.

CHATHAM MFG. CO., Elkin, N. C. Upholstery fabrics. Albert L. Butler, pres.; Hugh G. Chatham, vice-pres.; Ralph Getsinger, sales mgr. (auto. fabrics); G. Martin Coffyn, adv. and sales prom. mgr.; S. Stauber Flynt, pur. agt. **Det. Rep.**—Getsinger Co., New York, N. Y. M. H. Hackett, acct. exec.

CHEFFORD MASTER MFG. CO., INC., 4th and Main sts., Fairfield, Ill. Water pumps, front end suspension parts, clutch bearings, wheel bearings, piston pins, tie rod ends, king bolt sets, spring shackle sets, hydraulic brake parts, fuel pump kits, water pump kits. E. V. Frankel, pres.; L. A. Blackburn, chairman; Henri Barre, works mgr.; D. B. Sayre, exec. sales mgr.; Shy S. Greenspan, sales and adv. mgr.; Joe DeBoskey, div. sales mgr.; Kenneth Sullivan, pur. agt.; H. Krauss, traffc mgr.; Garret M. Bates, pub. rel. mgr. **Adv. Agcy.**—Burlingame & Grossman, Chicago, Ill.

CHEK-CHART CORP., 31 E. Congress st., Chicago 5, Ill. Service station lubrication guides and wall charts; tire, battery and accessory manuals; dealer training books. Raymond Shaw, pres.; George Williams, vice-pres.; Marie White, secy.; Russell H. Colvin, bus. mgr.; Gordon Glassford, eng. dir.; Robert Mahaffey, edit. eng. dir.

CHELSEA SPRING DIV., Standard Steel Spring Co., Chelsea, Mich. Mechanical springs, formed wire parts, spring clips. J. C. Hampson, gen. mgr.; E. L. Reas, sales mgr.; Audrey Harris, pur. agt.

CHEVROLET MOTOR DIV., General Motors Corp., General Motors Bldg., Detroit 2. Chevrolet passenger cars and trucks. T. H. Keating, gen. mgr.; E. W. Ivey, adm. asst. to gen. mgr.; W. J. Scott, gen. mfg. mgr.; W. E. Fish, gen. sales mgr.; E. H. Kelley, chief engr.; G. M. Haley, dir. of pur.; E. F. Gormsen, pur. agt.; W. G. Power, adv. mgr.; C. J. French, nat. dir. of pub. rel.

CHICAGO CORK WORKS CO., 5289 N. Avondale ave., Chicago 30, Ill. Composition and natural cork specialties; carburetor floats; composition cork gaskets, strips and sheets. H. L. Glover, pres.; O. C. Glover, vice-pres.; H. L. Laster, secy., asst. sales mgr.; Mrs. C. Glover, treas. **Det. Rep.**—H. M. Schmidt, Chicago.

CHICAGO PNEUMATIC TOOL CO., 6 E. 44th st., New York 17, N. Y. Fender iron, pneu-draulic pump, auto impact wrench, air compressors. W. Luther Lewis, pres., secy., treas.; G. J. Coffey, vice-pres.; T. P. Harris, sales mgr.; W. W. Tobin, asst. sales mgr.; Myron Powers, pur. agt. **Det. Rep.**—W. W. Tobin, 16615 LaSalle, Detroit 21, Mich. **Adv. Agcy.**—G. M. Basford Co., New York, N. Y. Walter Mulhull, acct. exec.

CHICAGO RIVET & MACHINE CO., 9600 W. Jackson blvd., Bellwood, Ill. Rivets, rivet setters, brake relining machines. John A. Morrissey, pres., gen. mgr.; Herman J. Tonn, vice-pres., chief engr.; E. J. Morrissey, secy., sales mgr.; E. P. O'Malley jr., treas.; A. Joncha, works mgr.; J. A. Rehm, asst. sales mgr.; Ray C. Hudson, adv. & pub. rel. mgr.; W. Shineflug, serv. mgr.; W. J. Bautz, pur. agt.; J. Campbell, asst.; E. Kapowsky, traffic mgr. Det. Rep.—M. F. McManus, 5432 Cass ave. Adv. Agcy.—Ray Hudson & Assoc., Chicago, Ill.

CHICOPEE MANUFACTURING CORP. OF GEORGIA, Lumite Div., 40 Worth st., New York 13, N. Y. Lumite woven saran fabrics, screening, industrial fabrics. G. O. Lienaard, pres.; J. F. Nicholl, vice-pres.; J. Gibson, secy.; G. C. Riegger, treas.; J. F. Nicholl, gen. mgr.; H. H. Purvis, production mgr.; W. W. Crumpton (fabric), W. Volk (screen), sales mgrs.; James W. Veeder, adv. mgr.; Charles H. Waterman jr., asst. Jack Jolly, traffic mgr. **Det. Rep.**—Harold Brown, 2983 E. Grand blvd. **Adv. Agcy.**—Geyer, Newell & Ganger, New York, N. Y. William Mason, acct. exec.

CHOLDUN MFG. CORP., New Haven, Conn., factories: 11 W. 42nd st., New York City, sales office. Pressure purger, Purgite, oil merchandiser, car washer, chemicals. H. H. Charles, pres.; D. Oles, vice-pres., chge. of prod.; H. Dunn, secy., chge. of purchasing; W. H. Steiner, gen. mgr.; E. Heyman, sales mgr.; R. Papot, field serv. mgr. **Adv. Agcy.**—Scott-Saunders.

CHRYSLER CORP., 341 Massachusetts ave., Detroit 31, Mich. Plymouth, Dodge, DeSoto and Chrysler passenger cars. Dodge job-rated trucks. Chrysler marine and industrial engines, Oilite powdered metal products, MoPar parts and accessories, Airtemp heating, cooling and refrigeration equipment, Cycleweld products and a wide variety of military equipment. K. T. Keller, chmn. of the board; L. L. Colbert, pres.; B. E. Hutchinson, vice-pres. and chmn. of finance comm.; H. L. Weckler, vice-pres. and gen. mgr.; A. vanderZee, vice-pres.; Nicholas Kelley sr., vice-pres.; G. W. Troost, vice-pres. and compt.; H. A. Davies, treas.; Nicholas Kelley jr., secy.; James Cope, asst. to pres.; Craig Keith, asst. treas.; F. W. Misch, asst. compt.; K. M. Eyestone, asst. secy.; I. T. O'Brien, asst to gen. mgr. and in chge. subsidiary operations. Directors: K. T. Keller, chmn., James C. Brady, Carl Breer, Waddill Catchings, Walter P. Chrysler jr., L. L. Colbert, George W. Davison, Joseph M. Dodge, J. E. Fields, Byron C. Foy, John A. Hartford, B. E. Hutchinson, W. Alton Jones, Nicholas Kelley sr., Owen R. Skelton, Harold E. Talbott, Juan T. Trippe, A. vanderZee. Herman L. Weckler. Finance committee: B. E. Hutchinson, chmn., Waddill Catchings, L. L. Colbert, George W. Davison, Joseph M. Dodge, John A. Hartford, W. Alton Jones, K. T. Keller, Harold E. Talbott, Juan T. Trippe. Operations committee: C. E. Bleicher, Carl Breer, L. L. Colbert, James Cope, H. A. Davies, D. S. Eddins, B. E. Hutchinson, C. L. Jacobson, K. T. Keller, Nicholas Kelley sr., Nicholas Kelley jr., F. J. Lamborn, H. R. Matheny, I. T. O'Brien, Jos. Pfeiffer, T. J. Ross, D. A. Samson, O. R. Skelton, C. B. Thomas, G. W. Troost, A. vanderZee, D. A. Wallace, H. L. Weckler, F. M. Zeder, J. C. Zeder, Inez B. Hooper, operations committee secy.; O. R. Skelton, dir. of engrg.; J. C. Zeder, dir. engrg. and research and pres. of Chrysler Institute of Engrg.; Paul Smith, chief local atty.; R. W. Conder, dir. of labor rel.; W. J. Simons, dir. of pensions and group insurance; F. J. Morisette, staff master mechanic; W. C. Flaherty, chief statistician; H. J. Dunn, gen. prod. mgr.; Jos. Pfeiffer, dir. of purchases; John Amiss, dir. of industrial education; N. J. Brennan, dir. of traffic; V. E. Blue, dir. of personnel; J. J. Prendergast, M.D., medical dir.; Ben Gunner, commissioner, plant protection; J. H. Mack, gen. mgr. central service, H. J. Cook, dir. Chrysler conference of business mgmt. Rathbone, Perry, Kelley & Drye, of New York, gen. counsel; Touche, Niven, Bailey & Smart, auditors; Ivy Lee and T. J. Ross, New York City, pub.

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rel. counsel. **Adv. Agcys.**—N. W. Ayer & Sons, Philadelphia and Detroit; Ruthrauff & Ryan, New York City and Detroit; McCann-Erickson of New York City and Detroit.

CHRYSLER DIV., Chrysler Corp., 12200 E. Jefferson Ave., Detroit 31, Mich. Passenger cars, tank engines. D. A. Wallace, pres.; J. A. O'Malley, vice-pres. and gen. sales mgr.; A. M. Fleming, vice-pres. in chge mfg.; F. A. Wunderlich, gen. works mgr.; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; G. W. Troost, compt.; R. H. Appleman, asst. gen. sales mgr.; J. T. Condon, sales exec.; F. E. VanHalteren, dir. of serv.; A. G. Loofbourrow, chief engr.; John Caron, dir. of adv.; E. A. Batchelor, pub. dir.; R. J. Bright, New Orleans plant gen. mgr. **Adv. Agcy.**—McCann-Erickson, Inc., 3546 Penobscot Bldg., Detroit, Mich. Paul Holder, acct. exec.

CHRYSLER MOTORS PARTS CORP., Div. of Chrysler Corp., 6533 E. Jefferson ave., Detroit 31, Mich. Automobile, truck and military vehicle service parts. C. L. Jacobson, pres.; Nicholas Kelley jr., vice-pres.; T. E. Waterfall, vice-pres. and gen. mgr.; L. H. Murphy, secy.-treas.; G. W. Troost, compt.; N. I. Farley, adm. advisor; Lee Lewis, oper. mgr.; A. J. Kotcher, Marysville parts plant mgr.; Ralph Brosius, Newark, Del., parts plant mgr.; G. R. Neville, San Leandro, Cal., parts plant mgr.; W. T. Hein, Atlanta, Ga., parts plant mgr.; A. V. Ferris, Kansas City, Kans., parts plant mgr.; K. N. Gougeon, adv. mgr. **Adv. Agcy.**—Ross Roy, Inc., Detroit, Mich. R. L. Mobley, acct. exec.

CHRYSLER CORP. OF CANADA, LTD., 2450 Drouillard rd.; postal address: Box 60, Windsor, Ont. Plymouth, Dodge, DeSoto and Chrysler passenger cars and Dodge and Fargo trucks. E. C. Row, pres. and gen. mgr.; K. Crittenden, vice-pres. and opr. mgr.; E. W. Knevals, secy. and treas.; J. C. McGuire, gen. sales mgr. (Chrysler - Plymouth - Fargo Div.); A. J. Shaw, gen. sales mgr. (Dodge, DeSoto, Dodge Truck Div.); J. H. Hickey, gen. parts and serv. mgr.; C. T. Smith, fleet sales mgr.; H. J. G. Jackson, adv. mgr.; R. J. Jones, chief pur. agt.; W. E. McGraw, chief engr. **Adv. Agcy.**—Walsh Adv. Co., Ltd., K. G. Anderson, vice-pres. and gen. mgr.

CHRYSLER CORP., EXPORT DIV., 341 Massachusetts ave., Detroit 31, Mich. Exports: Chrysler, DeSoto, Dodge and Plymouth passenger cars and Dodge, DeSoto and Fargo trucks; Airtemp air-conditioning, heating and cooling equipment; marine and industrial engines; Oilite powdered metal products; MoPar parts and accessories. C. B. Thomas, pres.; L. L. Colbert and Nicholas Kelley jr., vice-presidents; E. W. Salley, secy. and treas.; G. W. Troost, compt.; W. H. Welch, opr. mgr.; P. K. Hills, sales mgr.; K. H. Kingsley, gen. works mgr.; R. L. Shaffran, serv. mgr.; G. B. Fraumann, gen. parts mgr.; L. W. Krass, gen. traffic mgr.; J. P. Cummings, chief engr.; W. B. Chapoton, adv. mgr. **Adv. Agcy.**—Ross Roy, Inc., Detroit, Mich. Harry G. Moock jr., acct. exec.

CHRYSLER MOTORS, LTD., AND DODGE BROS. (BRITAIN), LTD., Kew Gardens, Surrey, London, England. Plymouth, Dodge, DeSoto and Chrysler cars and Fargo trucks. Benjamin King, chmn. of bd.; W. W. Wallace, managing dir. (Dodge Bros.); F. H. Orpin, secy. and treas.; W. E. Bunstead, service mgr.; C. Elliott, chief engr.; Whinney, Smith & Whinney, auditors; Slaughter & May, solicitors.

CINCINNATI MILLING AND GRINDING MACHINES, INC., 4701 Marburg ave., Cincinnati 9, O. Millings machines, grinding machines, broaching machines, lapping machines, cutter sharpening machines, die sinking machines, optical projection profile grinders, hardening machines, Cimcool. F. V. Geier, pres.; W. W. Tangeman, vice-pres. and gen. mgr.; S. E. Bergstrom, vice-pres.; M. Romaine, secy.; F. M. Angevin, treas.; L. Nenninger, works mgr. and chief engr.; C. M. Beach, sales mgr.; C. M. Reesey, adv. and sales prom. mgr.; J. H. Groom, serv. mgr.; H. Decatur, pur. agt.; M. Geiss, traffic mgr.; P. Cone, pub. rel. mgr. **Det. Rep.**—J. Baldez, mgr., Cincinnati Milling and Grinding Machines, Inc., 426 New Center Bldg. **Adv. Agcy.**—Jaap Orr Co., Cincinnati, O. Harry Jaap, acct. exec.

CINCINNATI TOOL CO., 1951 Waverly ave., Cincinnati 12, O. Clamps, chisels, punches. J. M. Hargrave, pres.; J. A. Gardner, vice-pres. and secy.; H. M. Wessendorp, treas.; B. J. Weiss, works mgr.; J. A. Gardner, sales mgr.; D. L. Farmer, chief engr.; R. C. Rinschler, pur. agt.; C. E. Hoffman, traffic mgr. **Det. Rep.**—J. M. Reynolds (factory). **Adv. Agcy.**—Guenther, Brown & Berne, Inc., Cincinnati, O. Fred Fry, acct. exec.

CLAPP MFG. CO., E. D., Genesee st., Auburn, N. Y. Drop forgings. E. D. Clapp, pres.; H. W. Clapp, vice-pres.; W. R. Steele, secy., gen. and works mgr.; J. D. Hutchinson, treas., sales and traffic mgr.; E. A. Clapp, asst. treas.; George Diehl, chief engr.

CLARK EQUIPMENT CO., 324 E. Dewey ave., Buchanan, Mich. Axles, housings, transmissions, industrial fork trucks and towing tractors, gas and electrical powered hand trucks, railway trucks, gears and forgings. George Spatta, pres.; C. H. King, E. M. Schultheis, J. G. Mack, W. E. Schirmer, F. Habicht, L. L. Lyon, vice-presidents. **Adv. Agcy.**—Gebhardt & Brockson, Inc., Chicago, Ill.

CLARK EQUIPMENT CO., Industrial Truck Div., Battle Creek, Mich. Gas and electric battery powered fork trucks; gas and electric battery powered hand trucks; industrial towing tractors. George Spatta, pres.; W. E. Schirmer, E. M. Schulthesis, C. H. King, J. G. Mack, F. Habicht, L. L. Lyon, vice-presidents; G. E. Arnold, secy.-treas.; Vine W. Cooke, industrial coordinator. **Det. Rep.**—Materials handling Sales Corp., 6520 Cass ave., Detroit. **Adv. Agcy.**—Gebhardt & Brockson, Inc., Chicago, Ill. E. A. Gebhardt, acct. exec.

CLAYBORNE MFG. CO., 2615 S. Michigan ave., Chicago 16, Ill. Automotive engine stands, dollies, display dollies, engine run-in dynamometers, cabinet degreasers and cleaners, lift-kits, tire removers. N. F. Clayborn, pres., gen. and works mgr.; I. L. Clayborn, secy.; T. A. Griffin, treas.; L. H. Tencate, chief engr. **Det. Rep.**—A. T. Kalman, 715 E. Lincoln ave., Royal Oak, Mich.

CLAYTON MFG. CO., 1363 N. Temple City blvd., El Monte, Cal. Vapor cleaning machines, vehicle analyzers and engine dynamometers, steam generators, solvents and cleaning compounds. William Clayton, pres.; E. S. Chapman, vice-pres.; J. E. St. Clair, secy.-treas.; E. M. Barrett, works mgr.; J. A. Cortright, gen. sales mgr.; E. N. Moon, asst. gen. sales mgr.; D. T. Ankeny, sales mgr., Dynamometer Div.; Leo Hoban, sales mgr., Kerrick Div.; John Billman, sales mgr., steam div.; Wm. Merritt, adv. mgr. and sales prom. mgr.; Jack Moore, traffic mgr.; George Wheeler, serv. mgr.; Perry Arant, chief engr.; Rowland Mackey, pur. agt. **Det. Rep.**—Howard L. Legg, 6432 Cass ave., Detroit 2. **Adv. Agcy.**—Franklin Assoc., 2022 S. Mesa st., San Pedro, Cal. E. Fred Franklin, acct. exec.

CLEVELAND CHAIN & MFG. CO., Broadway and Henry st., Cleveland 5, O. Tire chains, tow chains, accessories. R. L. Round, chmn. of bd. and pres.; J. W. Dickey, vice-pres., treas. and gen. mgr.; Leroy Dick, plant supt.; David J. Gemmell, vice-pres. in chge. of sales; Richard R. Tettelbach, adv. and sales prom. mgr.; R. Penovich, pur. agt. **Det. Rep.**—Geo. E. Quigley, Inc., General Motors Bldg. **Adv. Agcy.**—Palm & Patterson, Cleveland, O. A. C. Palm, acct. exec.

CLEVELAND GRAPHITE BRONZE CO., 17000 St. Clair ave., Cleveland 10, O. Bearings, bushings and washers. Ben F. Hopkins, chmn. of board; J. J. McIntyre, vice-chmn. of board; James L. Meyers, pres.; Carl W. Johnson, senior vice-pres.; Charles A. Dilley, secy.; John W. Dixon, vice-pres., treas.; William G. Laffer, vice-pres., mfg.; L. W. Christenson, vice-pres., sales; H. W. Luetke-Meyer, vice-pres., engrg.; R. Z. Oswald, vice-pres., replacement sales; M. A. Young, vice-pres., personnel; C. A. Williams, asst. to vice-pres., sales; C. L. Smythe, dist. sales mgr., Ohio sales dist.; R. E. Mooney, dist. sales mgr., Detroit sales dist.; A. E. Gibbs, dist. sales mgr., Chicago sales dist.; Drew McKenna, dist. sales mgr., New York sales dist.; A. G. Mould, dir. of pur.; P. W. Love, asst. pur. agt.; H. M. Dyke, traffic mgr. **Det. Rep.**—R. E. Mooney, General Motors Bldg., Detroit 2. **Adv. Agcy.**—Edward Howard & Co., Cleveland, O.

CLEVELAND GRAPHITE BRONZE CO., Replacement Sales Div., 6545 Carnegie ave., Cleveland 3, O. Clutch plates, rebuilt clutch covers, small clutch parts, king pin sets, shackles, spring bolts and bushings, front wheel suspension parts, tie rods and drag links, engine bearings. R. Z. Oswald, vice-pres., replacement sales; A. M. Currier jr., sales mgr., spec. mkts.; R. H. Wickersham, sales mgr., distributor sales.

CLEVELAND PNEUMATIC TOOL CO., THE, Automotive Div., 3781 E. 77th st., Cleveland 5, O. Transmission jack, safety jack for trucks and buses, tractor wheel adjustor. S. S. Mullin, pres.; Ogden Ashley, secy. and treas.; W. A. Owen, pur. agt.; E. L. Oldham, adv. mgr. **Adv. Agcy.**—R. T. Brandt, Inc., Keith Bldg., Cleveland, O. Y. A. Koskinen, acct. exec.

CLEVELAND STEEL PRODUCTS CORP., 7306 Madison ave., Cleveland 2, O. Universal joints, propellor shafts, screw machine products, stampings, oil and gas burners, oil and gas warm air furnaces, oil boilers, oil fired water heaters. W. J. Smith, pres., gen. mgr.; A. G. Singler, W. W. Slaght, W. J. Smith jr., vice-presidents; N. F. Kaplan, secy.; J. H. Seager, treas.; J. P. Cole, works mgr.; H. A. Cutting, sales mgr.; R. A. Hart, prod. mgr.; L. F. Dienst, adv. and sales prom. mgr.; D. W. Rouse, serv. mgr.; W. W. Slaght, chief engr.; C. V. Banwell, pur. agt.; T. Novotny, traffic mgr. **Det. Rep.**—H. A. Cutting, 626 New Center Bldg.

CLINTON SPRAY WAX CO., 1020 E. Land Place, Milwaukee 2, Wis. Clinton spray wax, Clinton cleaner and polish. Aerosol spray wax bombs. H. F. Lichtsinn, pres.; J. Paulus, secy.-treas.; P. Lloyd Selfe, mgr. **Adv. Agcy.**—Al Herr, Milwaukee, Wis.

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CLOYES GEAR WORKS, INC., 17214 Rosebland rd., Cleveland 12, O. Silent and metal timing gears, timing chain sprockets, roller sprockets, industrial gears. H. C. Stebbins jr., pres., sales mgr.; Thomas B. Cloyes, treas.; Charles V. Laslo, works mgr.

COATS LOADERS & STACKERS, INC., 3001 Fifth ave. S., Fort Dodge, Ia. Iron Tireman, Truck Tireman, tractor tire bead breaker. G. E. Coats, pres. and gen. mgr.; Wonie Coats, vice-pres. and pur. agt.; James Semprini, asst. pur. agt. **Adv. Agcy.** — Fairall & Co., Des Moines, Ia.

COGSDILL TWIST DRILL CO., Box 97, College Park Station, Detroit 21, Mich. Twist drills, reamers, combination drill and counter sinks, counterbores, end mills and kindred cutting tools. Stuart A. Cogsdill, chmn. of bd.; Floyd F. Cogsdill, pres. and in chge. of sales; Frank A. Cogsdill, vice-pres.; Gertrude Bennett, secy.-treas.; P. C. Satterthwaite, works mgr.; William D. Walters, chief engr.; E. Petzke, pur. agt. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich.

COLE HERSEE CO., 20 Old Colony ave., Boston 27, Mass. Switches (all types), trailer connectors, plugs, sockets, electrical accessories. Leo Mayer, pres. and gen. mgr.; C. A. Akeson, works mgr.; Carroll J. Kadlec, sales mgr.; James Burns, pur. agt. **Det. Rep.**—Lloyd Nyman, 17136 E. Warren ave., Detroit 24, Mich. (P.O. Box 67, Kensington Station). **Adv. Agcy.**—Franklin Advertising Service, Boston, Mass. M. B. Summerfield, acct. exec.

COLLINS & AIKMAN CORP., 200 Madison ave., New York 16, N. Y. Upholstery fabric of all types. A. R. Jube, pres.; W. F. Bird, vice-pres.; Mark Z. McGill, secy.; Charles A. Willon, treas.; P. B. Baldwin, vice-pres. sales and merch.; J. Weemhoff, gen. sales mgr.; B. A. Alexander, adv. mgr.; Karl F. Hesley, serv. mgr.; Frank P. Butler, pur. agt. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. John Nanovic, acct. exec.

COLORGLO PRODUCTS, INC., 109 N. Newlin ave., Whittier, Calif. Automobile polishes, waxes, cleaners, film remover, tire paint concentrate, rubber dressing, white sidewall cleaner, auto wash, glass cleaner, glaze sealer, polishing compound. Charles Saunders, pres., gen. mgr., treas., adv. mgr.; George S. Hanson, vice-pres.; Miss Gertrude Gilbert, secy.; Carl S. Lanier, works mgr.; George S. Hanson, sales mgr.

COLTON CO., ARTHUR, Div. of Snyder Tool & Engrg. Co., 3400 E. Lafayette, Detroit 7, Mich. Hydraulic presses, mechanical presses. Howard N. Maynard, pres., treas.; Kenneth B. Hollidge, vice-pres., secy.; Harvey Purdy, asst. secy.; Samuel D. Harrison, asst. treas.; Nelson Carman, sales mgr.; T. R. Cochran, asst. sales mfg.; Leo Gajda, chief engr. **Adv. Agcy.**—Clark & Richerd, Inc., Detroit, Mich. John Dow, acct. exec.

COLUMBUS McKINNON CHAIN CORP., Tonawanda, N. Y. Tire chains, towing chains. Franz T. Stone, pres.; D. S. Brisbin, vice-pres.; J. H. Goodwin jr., secy.-treas.; D. B. Myers, works mgr.; R. E. Gerspacher, sales and adv. mgr.; H. R. Parker, chief engr.; Walter Wolf, pur. agt.; E. Lannon, traffic mgr.; Paul Richards, pub. rel. mgr. **Adv. Agcy.**—Comstock & Co., Buffalo 2, N. Y.

COMFORT SPECIALTY CO., 200 S. 7th st., St. Louis 2, Mo. Printed supplies, advertising material, furniture, stationery, 600 different standardized printed forms for automobile dealers. H. B. Comfort, pres. and treas.; J. A. Collum, exec. vice-pres.; J. L. Sloss jr., secy.; H. L. Wohlstadter, gen. mgr.; S. B. Comfort, adv. and sales mgr.; O. Schatz, traffic mgr.; V. Vogt, pur. agt. **Eastern Div.,** 1148 S. Negley, Pittsburgh 17, Pa. W. G. Fischer, Rep. **Adv. Agcy.**—Seearcee Adv. Corp., St. Louis, Mo. P. A. M. Webster, acct. exec.

COMMERCIAL CREDIT CO., 14 Light st., Baltimore 2, Md. Sales finance, insurance and manufacturing. Alexander E. Duncan, chmn. of board; E. C. Wareheim, pres.; H. B. Mathews, W. Bruce Wylie, Charles J. Zimmerer, Edmund L. Grimes, exec. vice-presidents; Frank M. Nicodemus, Henry A. Cherry, Paul M. Millians, LeBaron Willard jr., James P. Taylor, Thomas A. Duncan, vice-presidents; Berthold Muecke, secy.; William L. Gardiner, treas.; Edmund L. Grimes, controller; Michael Sheehan, adv. dir.; T. O. McDavid, sales prom. mgr.

COMMERCIAL FILTERS CORP., 18 West Third st., Boston 27, Mass. Filters for industrial fluids, hydrocarbon fuels and lubricants and compressed air, filter tubes. Merrill G. Hastings, pres.; Robert L. Fielding, vice-pres. sales and gen. mgr.; Henry B. Ahlberg, works mgr.; John M. Colonas, chief engr.; Alan Riley, pur. agt.; John A. Hurley, traffic mgr. **Rep.**—N. R. Kerns Co., 7635 East Jefferson Ave., Detroit 14, Mich.

COMMERCIAL RESEARCH LABORATORIES, INC., 20 Bartlett ave., Detroit 3, Mich. Testing equipment for the automobile and aircraft industries, including: Flowmeters, air, fuel and coolant; Flowmeter calibrating stands, direct weighing method; engine indicators, direct and electronic; vibration analyzers, recording and indicating. Claude E. Cox, pres.; Cashan P. Head, vice-pres.; H. J. Faull, secy.-treas.; H. J. Smith, product engineer; J. E. Webster, asst. engr.; A. W. Brueckner, chief engr.; N. H. Haake, pur. agt.

CONSUMERS SPECIALTY MFG. CO., 11800 Jos. Campau, Detroit 12. Tool pouch, skuff pads, throw-over covers. S. Jacobs, pres. and sales mgr.; H. Jacobs, vice-pres.; N. Silvers, gen. mgr.; S. Jacobs, sales mgr.; Bob Molner, adv. mgr.

CONTEMPO LUGGAGE CO., 170 5th ave., New York 10. Leather luggage, airplane luggage, brief cases, salesmen's cases, picnic baskets, custom-made luggage, canvas luggage covers. B. J. Rudikoff, D. F. Rudikoff, B. W. Ende, officers. B. J. Roberts, sales and adv. mgr.; B. W. Ende, asst. sales mgr.

CONTINENTAL MOTORS CORP., 205 Market st., Muskegon, Mich. Engines (transportation, industrial, marine, airplane). C. J. Reese, pres. and gen mgr.; Earl C. Ginn, Lewis P. Kalb, T. A. Engstrom, exec. vice-presidents; Arthur W. Wild, D. H. Hollowell, C. Wheeler Johnson, F. Frank Schwilk, Wm. G. Raven, Palmer C. Dolph, Guy J. Harinton, F. H. Mull, Peter Altman, Albert B. Willi, vice-presidents; Frederick H. Faust, secy.; Henry W. Vandeven, treas.; Frank Schwilk (automotive and industrial engines), D. H. Hollowell (airplane engines), sales mgrs.; C. W. Johnson, adv. mgr.; G. Waine Thomas, chief engr.; Morris Ramsey, pur. agt. **Adv. Agcy.**—Cummings & Hopkins, 1504 Guardian Bldg., Detroit, Mich.

CONVERTO MANUFACTURING CO., Cambridge City, Ind. Dump bodies, hoists, trailers, farm wagons. C. R. Golay, pres. and gen. mgr.; Arden F. Collins, sales mgr.; H. Kuster, chief engr. **Adv. Agcy.**—Ruben Advertising Agency, Indianapolis, Ind. Gary Ruben, acct. exec.

CORBITT CO., Henderson, N. C. Trucks, truck-tractors, trailers. R. J. Corbitt, chmn. of bd. and gen. mgr.; W. W. Bowers, pres., asst. gen. and sales mgr.; S. T. Peace sr. (inactive), vice-pres., treas.; J. E. Hite, secy.; W. T. White, serv. mgr.; P. J. T. Rawlins, chief engr.; R. G. Burwell, pur. agt.

CRAWFORD MFG. CO., INC., 3rd and Decatur sts., Richmond 12, Va. Automobile seat covers, wedge cushions, seat pads. B. O. Cone, pres. and gen. mgr.; J. W. Whaley, vice-pres., sales and adv. mgr.; R. W. Roberts jr., secy.; A. E. Bartholomew, treas.; F. J. Baskerville, works mgr.; J. S. Lewis, asst. sales and adv.; L. J. Roberts, pur. agt. **Det. Rep.**—C. E. Greene, 5-221 General Motors bldg., Detroit 2, Mich.

CRESCENT CO., INC., 20 Central ave., Pawtucket, R. I. Automotive wiring, spark plug cable sets, battery cables, primary wire, spooled cable, portable cord, welding cable, power cable. Milton C. Sapinsley, pres.; A. R. Dahlstrom, vice-pres.; W. A. Demers, vice-pres. and factory mgr.; John M. Sapinsley, exec. vice-pres.; James Sanek, pur. agt.; Maurice Namerow, traffic mgr. **Det. Rep.**—Dan Clifford. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa.

CREST MFG. CO., 5756 Cass ave., Detroit 2. Seat covers, textile products. Daniel C. Larkin sr., pres. and treas.; Daniel C. Larkin jr., vice-pres.; Patricia Ann Larkin, secy.; Estelle Morin, secy.; Raymond F. Korreck, gen. prod. mgr.

CRISTY CHEMICAL CORP., 21 Putnam Lane, Worcester 4, Mass. Automotive and industrial chemicals. Quintin J. Cristy, pres., treas., sales mgr.; Albert Maykel, secy.

CROSLEY MOTORS, INC., 2530 Spring Grove ave., Cincinnati 14, O. Automobiles, commercial engines. Powel Crosley jr., pres., treas.; Lewis M. Crosley, vice-pres.; J. L. Armstrong, vice-pres. sales; Stanley E. Kess, secy.; A. G. Bruck, works mgr.; J. W. Fearing, asst. treas.; Bernard Bennett, serv. mgr.; Paul Klotsch, chief engr.; C. Senkbeil, pur. agt.; Rodney Heenan, traffic mgr. **Adv. Agcy.**—Ralph H. Jones, Cincinnati, O. James M. Nelson, acct. exec.

CRUMP CO., INC., B. T., 1310-34 E. Franklin st., Richmond 13, Va. Seat covers, harness, hassocks. P. A. Seaton, pres.; William E. Seaton, vice-pres., gen. mgr.; Robert H. C. Seaton, secy. and treas.; P. T. Bergheimer, sales mgr., pur. agt., automotive div.; Meredith Powell, adv. mgr.

CUNO ENGINEERING CORP., 80 S. Vine st., Meriden, Conn. Cigarette lighters, filters. Roy Scott, vice-pres., gen. mgr.; Eugene Cordelle, mgr., automotive sales; R. A. Clark, purch. **Det. Rep.**—J. D. Chamberlin, 5-119 General Motors Bldg.

CURRAN CORP., S. Canal st., Lawrence Mass. Self-emulsifying and self-scouring solvents, degreaser, carbon and paint stripper. A. F. Curran, pres., treas., gen. mgr.; W. J. Scanlan, vice-pres.; L. S. Scott, secy.

CURTIS PNEUMATIC MACHINERY DIV. of Curtis Mfg. Co., 1905 Kienlen ave., St. Louis 20, Mo. Air compressors, auto lifts, power car washers. W. C. Hecker, pres.; J. D. Lodwick, vice-pres., chge. sales; C. W. Frees, secy. and treas.; A. B. Weininger, works mgr.; J. P. Gilbert, adv. and sales prom. mgr.; W. F. Krenning, chief engr.; J. A. A. Hecker, pur. agt.; Lee Meyer, traffic mgr. **Adv. Agcy.**—Oakleigh R. French & Assoc., St. Louis, Mo. R. Lynch, acct. exec.

CUSHMAN CHUCK CO., 806 Windsor st., Hartford 2, Conn. Lathe chucks, collet chucks. Harry Emerson Sloan, pres.; Harry E. Sloan jr., vice-pres.; Fred Fippinger, works mgr.; Harry W. Hultgren, sales & adv. mgr.; John Cunningham, pur. agt.; Edward Lalley, traffic mgr.; William Sullivan, pub. rel. mgr. **Det. Rep.**—John C. Lynch. **Adv. Agcy.**—E. W. Robotham & Co., 24 Lewis st., Hartford, Conn. William Robotham, acct. exec.

CUSTOMER CONTROL, INC., 5 Court Square, Long Island City 1, N. Y. Owner follow-up plan; direct mail advertising programs, personal letter campaigns, market analysis and research. Victor Contessa, pres.

CYCLEWELD DIV., Chrysler Corp., 8021 Conant rd., Detroit 31, Mich. Adhesives, products using them, and building panels. S. G. Saunders, gen. mgr.; P. C. Andre, gen. supt.; Harry Morrison, consulting engr.; D. L. Swayze, chief chemist; E. G. Little, engrg. design and development.

D

DAHLSTROM METALLIC DOOR CO., 420 Buffalo st., Jamestown, N. Y. Metal fabrications including mouldings, pressed shapes, stampings, cabinets, product cases and special metal products. Paul N. Anderson, pres., gen. mgr.; Carl T. Bergstrom, vice-pres., pur. agt.; G. E. Johnson, secy., treas.; Elmer V. Lindstrom, supt.; R. A. Boberg, special products div. sales mgr.; Hugo Nicholson, adv. mgr.; Carl Thierfeldt, chief engr., special products div. **Det. Rep.**—Malcolm V. Otis, 1240 Buhl Bldg., Detroit 26.

DAKE ENGINE CO., 637 Monroe st., Grand Haven, Mich. Arbor and hydraulic presses, steam and air motors, marine and contractors' equipment. A. E. Jacobson, pres.; Paul A. Johnson jr., vice-pres.; C. N. Jacobson, secy.; Paul A. Johnson sr., treas.; A. F. Green, gen. mgr.; C. Darby, pur. agt.; Harold Poort, chief engr. **Det. Rep.**—H. B. Hazerodt, 426 Ford Bldg., Detroit. **Adv. Agcy.**—Fensholt Co., Chicago, Ill. W. A. Weld, acct. exec.

DANA CORP., 4100 Bennett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, railroad generator drives, frames. C. A. Dana,

(Continued on Page 166)

Better Homes & Gardens is MORE than one of the 3 BIGGEST man-woman magazines—it's ESPECIALLY BIG in better automotive customers!

BH·G is BIG in car ownership.
Almost all BH&G families own cars—and nearly ½-million own 2 or more! Yes—and 3 out of 5 BH&G car-owning families buy *new* cars!

BH·G is BIG in car usage!
Few "Sunday Drivers" here! BH&G families are mainly suburbanites whose cars are essential transportation *every* day!

BH·G is BIG in car upkeep!
With above-average incomes and living in better neighborhoods, BH&G families keep their cars in tiptop condition. Good business for every kind of accessory and service!

No other 3½-million circulation offers so many BIG pluses so important to you. That's why no other magazine can match BH&G as a year-round boost to your selling efforts!

Better Homes and Gardens
Serving a SCREENED MARKET of 3½-Million Better Families
MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

3 NEW CHRYSLER "FIRSTS"

that will make sales for years to come!

NEW YORKER NEWPORT

NO ONE KNOWS, as this is written, what the *car* production picture for 1951 will finally be.

But it is already clear that in *idea production* this is a history-making year for Chrysler . . . *and for Chrysler dealers.*

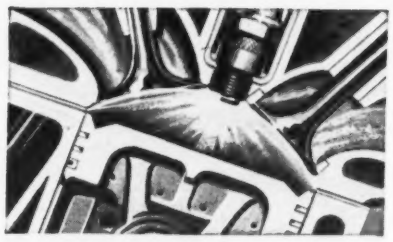
The basic engineering advancements these new Chrysler contributions make to motor car performance and value will be selling Chrysler cars for years to come.

This is the kind of leadership on which the Chrysler name entered the business with the first economical high-compression powerplants in 1924—to lead the way where all have followed.

It is the kind of basic leadership on which the Chrysler business . . . and its dealers' businesses . . . have been built from then till now.

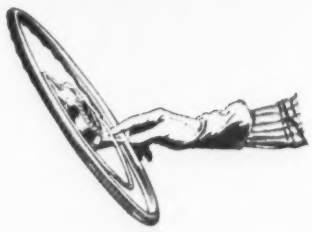
It is the kind of leadership on which the business of Chrysler and its dealers will always be built, come what may.

It is leadership that pays off not just for the year in hand . . . but even more so in the years ahead.



◀ **1 CHRYSLER PRESENTS FIREPOWER**

180 horsepower in the most revolutionary new engine in 27 years. (Introduced in 1951 New Yorker and Imperial models.) With its unique Hemispherical Combustion Chamber, FirePower sets a *new standard of power* for passenger cars . . . its own new standards of performance, efficiency, dependability.



◀ **2 CHRYSLER PRESENTS HYDRAGUIDE**

The basically sensational new *power-steering* which for the first time *removes four-fifths of the effort* required to steer or park a car. Chrysler here sets new standards of driver ease and safe driving control for the motorists of America. (Introduced as regular equipment on Crown Imperials, optional at extra cost on all 1951 New Yorker and Imperial models.)

◀ **3 CHRYSLER PRESENTS ORIFLOW**

Chrysler this year offers a basically new type shock absorber with *more than twice the shock-absorbing power* of any others in the world. With Oriflow, Chrysler sets a brand new standard of rough road safety and riding ease for America's car owners. (In all 1951 Chrysler models.)

Again as always . . . you get the good things first from > **CHRYSLER**

Who's Who in Auto Industry

(Continued from Page 164)

chmn. of bd.; R. E. Carpenter, pres.; J. V. Melick, vice-pres. and secy.; L. L. Melick, treas. and asst. secy.; Wm. Fairhurst, vice-pres., sales and adv.; R. B. Haynes, vice-pres. mfg.; D. D. Robertson, sales mgr.; W. L. Stone, asst. sales mgr.; S. F. Dupree, mgr. serv. parts dept.; R. P. Lewis, exec. engr.; E. C. Sudhoff, dir. of pur.; Paul W. Kieser, dir. of pub. rel. and adv. mgr.; W. J. Bryan, traffic mgr.; C. F. Souder, asst. adv. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. C. A. Kroening, acct. exec.

DAVIDSON RUBBER CO., 50 Brighton st., Charlestown (Boston) 29, Mass. Gaskets, grommets, arm-rests, weatherstrips, bumpers, channels, extrusions, mounts, packings, tubing, sleeves, strips, washers, etc. L. P. Paul, pres.; H. S. Liddick, vice-pres.; C. L. Newton, secy.; V. P. Burke, treas.; S. P. Turke, gen. mgr. and sales mgr.; A. A. Marschat, works mgr.; George Brown, chief engr.; D. Flanders, pur. agt.; J. Stack, asst. pur. agt.; A. A. Burlick, traffic mgr.; M. Willson, pub. rel. mgr. **Det. Rep.**—E. J. Ewing, Inc., New Center Bldg., Detroit 2, Mich. **Adv. Agcy.**—Burke's Associate, Inc., 420 Boylston st., Boston, Mass. John T. Burke, acct. exec.

DAYBROOK HYDRAULIC CORP., 500 Lehman ave., Bowling Green, O. Hydraulic hoists and steel dump bodies, hydraulic power gates (lift gates). L. B. Smith, pres. and treas.; H. O. Day, vice-pres.; Harold A. James, secy.; N. E. Torgersen, works mgr.; L. L. Salsinger, dir. of sales; J. F. McKiernan, sales mgr.; O. N. Essex, chief engr.; W. K. Moon, pur. agt.

DAYTON RUBBER CO., 2342 Riverview ave., Dayton, O. Tires and tubes, fan belts. A. L. Freedlander, pres.; H. S. Waters, vice-pres. and merch. mgr.; I. Elsbrouch, vice-pres. in chge. tire sales; L. C. Strobeck, vice-pres. field sales div.; W. G. Pickrel, secy.; L. V. Baker, treas.; M. H. Clarke, dir. of mfg.; B. D. Spofford (mech. div), R. P. Wise (tire div.), adv. mgrs.; J. Rockoff, vice-pres. in chge. of development; C. D. Bucher, pur. agt.; T. G. Allison, traffic mgr.; R. L. Wetzel, dir. of adv. and pub. rel. **Det. Rep.**—F. C. Murray, 636-637 New Center Bldg., Detroit 2. **Adv. Agcy.** — Geyer, Newell & Ganger, Inc. Vince Koepnick, acct. exec.

DAYTON STEEL FOUNDRY CO., 1366 Miami Chapel rd. (P.O. Box 1022), Dayton, O. Cast metal wheels, cast iron brake drums, fifth wheel couplers, landing gear trailer supports, misc. carbon steel castings. George Walther sr., pres., gen. mgr.; William Walther, vice-pres., works mgr.; J. A. Graham, secy., pur. agt.; S. A. Macy, treas.; J. M. Morrow, vice-pres., sales; E. L. Miller, chief engr.; H. G. Mella, pub. rel. mgr. Adv. Agcy.—Kircher, Helton & Collett, Dayton, O. Collett, acct. exec.

DEALER SERVICE CO., INC., 3710 Provost rd., Pittsburgh 27, Pa. Guaranty program, customer service history program. H. W. Bauer, pres.; Walter J. Bauer, secy. and treas.

DEALERS SUPPLY CO., 21820 Wyoming, Detroit 20, Mich. Sales promotion agency, creating items for sale to automobile dealers under factory supervision, such as new car announcements, etc. Walter Myers, pres. and gen. mgr.; H. A. Donovan, W. M. George, sales; Frank Donegan, adv. mgr.; Carl F. Mager, pur. agt.

DEARBORN MOTORS CORP., 2500 E. Maple rd., Birmingham, Mich. Farm equipment. Thomas A. Farrell, pres.; M. D. Hill, vice-pres.; B. A. Best, treas.; G. D. Andrews, vice-pres. in chge. of sales; H. V. Snow, tractor and implement sales mgr.; J. F. Pedder, vice-pres. in chge. of adv.; F. W. Conover, serv. mgr.; L. F. King, parts sales mgr.; R. E. Hunt, vice-pres. in chge. of engrg. and mfg.; I. R. Kappler, vice-pres. in chge. of purch.; J. J. Dzorni, distribution control mgr.; W. A. Schaich, patent counsel; G. L. Sparrow, dir. of ed.; W. T. Murphy, press and radio rel. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Carnegie Hall, Cleveland, O. R. W. Heizer, acct. exec., 1253 Penobscot Bldg., Detroit.

DEFIANCE MFG. CO., INC., 1556 N. Wilcox ave., Los Angeles 28, Calif. Keyless locking gas cap., illuminated sign, precision screw machine parts. J. H. Duncan, pres., gen. mgr.; Ira L. Thomason, secy. and treas.; L. F. Munn, works mgr.; Earle P. Durley jr., sales mgr. **Adv. Agcy.**—Crossley & Jeffries, Inc., Los Angeles, Calif.

DeKALB COMMERCIAL BODY CORP., 229 W. Garden st., DeKalb, Ill. Delivery units, van bodies, stake bodies, farm bodies. E. E. Miller, pres. and treas.; P. J. Nugent, vice-pres., sales mgr.; J. T. Modloff, vice-pres., production mgr.; M. T. Miller, secy.; F. B. Terwilliger, asst. secy. and asst. treas.; L. T. Wilkins, pur. agt.; R. G. Knoll, traffic mgr. **Adv. Agcy.**—Kenneth B. Butler & Associates, Mendota, Ill.

DELAWARE TANK PLANT, CHRYSLER CORP., Newark, Del. Tanks for U. S. Army Ordnance. Robert T. Keller, gen. mgr.; J. F. Kerigan, works mgr.; D. Brown, resident engr.; C. F. Vanderkerck, master mech.; I. J. Minett, plant engr.; G. H. Stover, planning supt.; R. E. Drury, personnel; M. B. Porter, gen. mgr.'s staff.

DELCO MFG. CO., INC., Walton, N. Y. Mfgrs. of automotive accessories. Herbert Buerger, pres.; Walter L. Terry, vice-pres.; Lloyd Spector, asst. sales mgr.

DELCO PRODUCTS DIV., General Motors Corp., 329 E. 1st st., Dayton 1, O. Shock absorbers. F. H. Irelan, gen. mgr.; D. R. Matthewson, div. compt.; T. M. Dils, works mgr.; I. N. Tilbrook, gen. sales mgr.; S. A. Bratten, asst. sales mgr.; adv. mgr.; F. G. Carpenter, serv. mgr.; C. J. Werner, chief engr.; F. J. O'Donnell, pur. aft.; J. J. O'Connell, traffic mgr.; H. S. Malone, pub. rel. mgr. **Det. Rep.**—J. R. Lakin, Delco Products Div., 8-213 General Motors Bldg., Detroit 2. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. Wayne E. White, acct. exec.

DELCO RADIO DIV., General Motors Corp., Kokomo, Ind. Radios. R. L. Showalter (comptroller), treas.; B. W. Cooper, gen. mgr.; E. A. Kaegi, wks. mgr.; K. T. Milne, sales and adv. mgr.; S. W. Archer, serv. mgr.; B. A. Schwarz, chief engr.; R. Hill jr., pur. agt.; R. O. Bassett, traffic mgr.; Walter M. Wilson, pub. rel. mgr. **Det. Rep.**—M. E. VanStickle, 57 E. Harper ave., Detroit 2. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich. Wayne White, acct. exec.

DELCO-REMY DIV., General Motors Corp., 2401 Columbus ave., Anderson, Ind. Electrical equipment for automobiles, trucks, buses, farm tractors, airplanes and motor boats, diesel and gasoline engines. H. D. Dawson, gen. mgr.; R. M. Critchfield, factory mgr.; A. G. Phelps, gen. sales and serv. mgr.; P. E. Bardsley, asst. sales mgr.; Foust Childers, adv. mgr., pub. rel. mgr.; J. H. Bolles, chief engr.; C. H. Toedtmann, dir. purch. and prod. control. C. R. Moneyhun, pur. agt.; J. W. Peters, traffic mgr. **Det. Off.**—5-137 General Motors bldg. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. Wayne White, acct. exec.

DELTA CHEMICAL CO., 682 So. Cox st., Memphis 4, Tenn. White sidewall tire cleaner, steamcleaning compound, powdered car wash, carburetor cleaner, concrete cleaner, heavy duty stripper, radiator compound, vat stripper. Harry Cooper, sales mgr.; Leo Schneider, asst. sales mgr.; Alec Handleman, pur. agt. **Adv. Agcy.**—Simon & Gwynn, Memphis, Tenn.

DELUXE PRODUCTS CORP., 1313 Lake st., LaPorte, Ind. Oil filters and replacement elements. J. S. Allan, pres.; C. N. Bentley, vice-pres.; C. O. VanVactor, chg. of sales; G. H. Yelinek, chief engr.; P. C. Newlin, treas.; J. H. Zook, pur. agt.; G. C. Warner, gen. plant mgr.; J. H. Miller, traffic mgr. **Det. Rep.**—T. J. McNaughten, 454 McNaughten rd., Reynoldsburg, O. **Adv. Agcy.**—VanAuken, Ragland & Stevens, Chicago, Ill. C. A. Ragland, acct. exec.

DENISON ENGINEERING CO., 1160 Dublin rd., Columbus 16, O. Hydraulic presses, pumps, valves and fluid motors; special hydraulic equipment. W. C. Denison jr., pres., treas., gen. mgr.; F. C. Norris, vice-pres. and gen. mgr.; C. A. Hughes, vice-pres. and gen. wks. mgr.; H. C. Kent, secy.; K. E. Hopkins, P. W. Norris, sales mgrs.; James M. Gallant, adv. mgr.; H. Van Divort, serv. mgr.; V. V. Blasutta, chief engr.; George T. Hays, pur. agt. **Det. Rep.**—A. C. Haberkorn Machinery Co., 412 New Center bldg., Detroit. **Adv. Agcy.**—Wheeler, Kight & Gainey, Inc., Columbus, O.

DENMAN TIRE & RUBBER CO., 52 Vanderbilt ave., New York 17, N. Y. Camelback, rubber products for textile industry. Gene Tunney, bd. chmn.; Wilson B. McCandless, pres.; J. J. Smith, vice-pres. in chg. of Webster rubber sales; Charles A. Little, comptr.; Herbert Dannett, asst. secy.

DENTON HASSELL MANUFACTURING AND DISTRIBUTING CO., 739 West Nine Mile rd., Ferndale 20, Mich. Ford fender streamers and ornaments, Pontiac fender ornaments, Chrysler protecto shields, Ford protecto shields, Chevrolet gas door guards, Oldsmobile gas door guards. Denton Hassell, owner; E. Anderson, gen. mgr.; Wm. Andrews, wks. mgr. **Det. Rep.**—Herman Weiss, 604 Donovan bldg., Detroit. **Adv. Agcy.**—Davis Daniels, Inc., Detroit, Mich. Robert Molnar, acct. exec.

DeSOTO DIV., Chrysler Corp., 6000 Wyoming ave., Detroit 31, Mich. Passenger cars. C. E. Bleicher, pres. and gen. mgr.; J. B. Wagstaff, vice-pres. in chg. of sales; L. I. Woolson, vice-pres. in chg. of mfg.; Nicholas Kelley jr., vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; G. W. Troost, compt.; B. J. Meldrum, chief engr.; R. M. Rowland, sales mgr., west. div.; A. B. Nielsen, sales mgr., east. div.; Paul Herpolsheimer jr., nat'l field supvsr.; R. W. Utley, dir. of serv.; K. H. Bronson, dir. of adv. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, New York City. Robert Anderson, acct. exec.

DETREX CORP., 14331 Woodrow Wilson. Mail: Box 501, Detroit 32, Mich. Degreasers, washers and processing equipment; solvents, cleaning compounds, dry cleaning machines. R. A. Emmett sr., pres.; C. F. Dinley sr., vice-pres. engrg. and research; E. W. Allison, secy.-treas.; J. D. Hamacher, factory supt.; A. O. Thalacker, vice-pres., gen. mgr.; L. Camel, sales mgr.; W. F. Newbery, dir. of sales; G. W. Walter, adv. and sales prom. mgr.; H. Tweedy, serv. mgr.; T. J. Kearney, chief engr.; W. G. Smith, pur. agt.; O. Hoffman, asst.; L. Straley, traffic mgr.; W. I. Tebo, defense contracts mgr. **Det. Rep.**—D. E. Williard, P. O. Box 501, Detroit 32. **Adv. Agcy.**—C. M. Gray & Assoc., Detroit, Mich. C. M. Gray, acct. exec.

DETROIT AUTOMOTIVE PRODUCTS CORP., 8701 Grinnell ave., Detroit 13, Mich. Thornton four-rear-wheel drives, No-Spin differentials, Load-Booster third axles, truck equipment. S. F. Baker, pres. and gen. mgr.; V. L. Anderson, vice-pres., secy.-treas.; Albert F. Myers, chief engr.; R. Dickson, pur. agt.; A. Hesla, plant supt. **Adv. Agcy.**—Clark & Rickerd, Inc., Detroit, Mich. C. E. Rickerd, acct. exec.

DETROIT GASKET & MFG. CO., 12640 Burt rd., Detroit 23, Mich. Gaskets, auto body trim supplies, brass rods, aluminum tubing, extruded shapes of aluminum and aluminum alloys. Lloyd H. Diehl, pres. and gen. mgr.; John L. Barrett, Walter E. Ritter, Lloyd H. Diehl jr., vice-presidents; Edward W. Diehl, secy., treas.; Russell A. Blanchard, sales adv. and sales prom. mgr.; Charles H. Strauss, pur. agt.; Herbert H. Doolittle, works mgr.; Lester C. Markhoff, bus. mgt. dir.; Frank Brady, pub. rel. mgr. Adv. Agcy.—Castle-Werner, Inc., Detroit, Mich.

DETROIT GEAR DIV., Borg-Warner Corp., 12345 Kercheval ave., Detroit 14, Mich. H. E. Blood, pres.; H. H. Whittingham,

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Standard Steel Spring Company

MAIN OFFICE: CORAOPOLIS, PA.

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CHICAGO, ILL. • LOGANSPORT, IND.
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Trenton, N. J.

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Falls Spring and Wire Div.
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Great Lakes Spring Div.
Chicago, Ill.

MECHANICAL SPRINGS
Chelsea Spring Div.
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TUBULAR PRODUCTS
Falls Spring and Wire Div.
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CORRONIZING
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Coraopolis, Pa.

The Saturday Evening POST
carries more automotive advertising to more people than any other magazine

Who's Who in Auto Industry

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vice-pres.; D. T. Sicklesteel, vice-pres.; Roy Walters, secy.-treas.; E. E. Leitner, factory mgr.; J. B. Bragaw, sales mgr.; H. A. Jewell, pur. agt.; Carl Hanke, asst. pur. agt.

DETROIT GRILLE MFG. CO., 258 E. Vernor, Detroit 1, Mich. Replacement automobile parts, accessories, radiator grilles, trimming, stampings. Samuel Gurwin, pres.; Karol Jakubiszyn, vice-pres.; Stephen Lamprecht, secy.; Max Rubin, works mgr.; Samuel Gurwin, sales mgr.

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DETROIT HOIST & MACHINE CO., 8233 Morrow st., Detroit 11, Mich. Cranes, traveling; hoists, electric and air; tractors, monorail and turntable. F. J. Martin, pres.; A. S. Watson, exec. vice-pres., sales mgr.; R. W. Fleming, vice-pres.; T. R. Fleming, asst. treas.; B. A. Hinman, secy.; V. A. Fulton, asst. sales mgr.; S. E. Schneider, adv. mgr.; J. Kolasa, pur. agt. Adv. Agcy.—S. E. Schneider, Detroit, Mich.

DETROIT INDUSTRIAL PRODUCTS CO., 15344 Aubrey st., Detroit 23, Mich. Portable shop lights. G. S. Schultz, pres. and gen. mgr.; Charles Schultz, vice-pres.; Marie Schultz, treas.; Martha Martin, secy.

DETROIT PRESSED STEEL DIV., of Midland Steel Products Co., 6660 Mt. Elliott ave., Detroit 11, Mich. Automotive chassis frames; power brake equipment; vacuum and air; door operating equipment for buses; tube products; weld nuts; automotive stampings, heavy and light; miscellaneous stampings, heavy and light. E. J. Kulas, pres.; W. A. McKinley, vice-pres. and dir. of sales and engrg.; D. S. Greer, vice-pres. and treas.; J. W. Reavis, secy.; R. C. Artner, vice-pres.; G. A. Cunnington, wks. mgr.; A. E. Kerckhoff, pur. agt. (Cleveland, O.); E. C. Lang, sales mgr. (Frame div.); H. E. Schach, sales mgr. (power brake div.); H. E. Wright, serv. mgr. (power brake div.); J. R. Almond, chief engr. (power brake div.); I. R. Dedow, Detroit pur. agt. (power brake div.); L. R. Enix, traffic mgr.; G. D. Davis, pub. rel. mgr. Adv. Agcy.—Sweeney & James Co., Cleveland, O. T. M. Gregory, acct. exec.

DETROIT STAMPING CO., 350 Midland ave., Detroit 3, Mich. Medium and small stampings, coined parts, pressed metal assemblies, toggle clamps, arbor spacers, packaged shim and feeler stock, washers and gear blanks. Glendon H. Roberts, pres., treas., gen. sales and adv. mgr.; John Beck, vice-pres.; H. G. Roberts, secy.; Harry C. Robeson, works mgr.; George Bentley, sales prom. mgr.; Ralph Kreger, chief engr.; A. Miller, pur. agt. Adv. Agcy.—Fred P. Bingham's Technical Advertising, Detroit, Mich.

DETROIT STEEL PRODUCTS CO., 2250 E. Grand blvd., Detroit 11, Mich. Springs; steel windows, doors, building panels; garage doors. H. F. Wardwell, chmn. of bd.; W. C. Owen, pres.; S. P. Hess, sales mgr., Spring Div.; J. L. Searle, engr., Spring Div.; W. T. Huddle, adv. mgr.; B. W. Rismann, pur. agt. Adv. Agcy.—Fuller & Smith & Ross, Inc., Cleveland, O. C. H. Day, acct. exec.

DETROIT SURFACING MACHINE CO., 1333 East Eight Mile rd., Detroit 20, Mich. Finisher and electric sanders. Frank D. Nunemaker, pres., gen. mgr., adv. mgr.; Don Evaul, vice-pres.; Dave R. Wickes, secy., wks. mgr., sales mgr.; G. Snyder, treas.; Frank D. Pease, serv. mgr.; Roy N. Sharp, pur. agt. Det. Rep.—Don Olson, Detroit Surfacing Machine Co. Adv. Agcy.—Fred Bingham, 403 Frances Palms bldg., Detroit 1, Mich.

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DIAMOND-T MOTOR CAR CO., 4401 W. 26th st., Chicago, Ill. Motor trucks. E. J. Bush, pres., treas. and gen. mgr.; C. A. Peirce, exec. vice-pres.; J. F. Danielson, secy.; Geo. Williams, works mgr.; J. L. Krickl, sales mgr.; T. C. Huxley jr., vice-pres. and dir. of sales; W. S. Baldwin, adv. mgr.; H. MacEvoy, serv. mgr.; R. C. Wallace, exec. engr.; H. C. Emberson, vice-pres. and pur. agt.; W. A. Breinig, M. Egeland, asstS.; T. J. Lopatka, personnel mgr. Adv. Agcy.—Roche, Williams & Cleary, Chicago, Ill. Stewart Weston, acct. exec.

DIBBLE COLOR CO., 1497 E. Grand blvd., Detroit 11, Mich. Paint, lacquer, synthetic enamel, lacquer thinner, chassis black. J. F. Maycock, pres., gen. and sales mgr.; H. E. Webster, vice-pres.; E. A. Dreves, secy.; E. W. Farmer, treas. and works mgr.

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DIETERICH PRODUCTS CORP., Michigan City, Ind. Karvisor (outside sun shade for automobiles). R. E. Dieterich, pres.; F. A. Werstein, vice-pres. and treas.; D. A. Hutchison, sales mgr.; J. M. Warnimont, asst. sales mgr. Det. Rep.—R. H. Haynes, 2139 Book bldg., Detroit, Mich.

DIETZ CO., R. E., 225 Wilkinson st., Syracuse 1, N. Y. Road, fog and tractor lights; clearance and marker lights; direction signals; dome lights; flares and flare kits; headlights; mirrors and mirror heads; stop and tail lights; parking lights; spotlights. C. J. Wadsworth, sales mgr.; C. F. Marchant, pur. agt. Adv. Agcy.—Humbert & Jones, 238 E. 45th st., New York, N. Y.

DILLON ELECTRIC CO., 1712 11th st., N. E., Canton 5, O. Cooling fans. Chas. A. Dillon, pres., gen. mgr.; A. F. Kring, vice-pres., secy.; W. W. Hoenecke, treas.

DINSMORE INSTRUMENT CO., Box 595, Flint 1, Mich. Auto, marine, aviation, magnetic, coat and special compasses. C. B. Dinsmore, pres.; R. C. Dinsmore, vice-pres. and gen. mgr.

DITZLER COLOR DIV., Pittsburgh Plate Glass Co., 8000 W. Chicago ave., Detroit 4, Mich. Lacquers, enamels, undercoatings, thinners, etc. Wm. T. Utley, div. dir.; Wm. H. Hogben, indust. sales mgr.; E. D. Kress, asst. indust. sales mgr.; E. G. Knox, asst. indust. sales mgr.; Neil A. Fleming, distrib. sales mgr.; Neil W. Vogt, R. L. Smith, asst. distrib. sales mgrs.; Lloyd R. Vivian, sales prom. mgr.; B. J. Smith, plant engr.; N. C. Pearl, pur. agt.; John H. LaFrance, traffic and warehouse mgr. Adv. Agcy.—Maxon, Inc., Detroit, Mich. P. A. Revelt, acct. exec.

DIVCO CORP., 22000 Hoover rd., Detroit 5, Mich. Door-to-door delivery vehicles. Frank R. Fageol, chr. of bd.; Ray A. Long, pres. and gen. mgr.; John M. Nicol II, vice-pres. in chg. of sales and sales mgr.; James H. Spencer, secy.; Nathan Fine, treas.; G. E. Muma, vice-pres. in chg. of production; John E. Dee, asst. sales mgr.; Frank J. Messing jr., serv. mgr.; Robert K. Jack, chief engr.; C. R. Tetzlaff, pur. agt.; R. K. MacDonald, asst.; Harold C. Ellis, traffic mgr.; Det. Rep.—Stacey R. Fultz. Adv. Agcy.—Frederick M. Lawrence, Detroit, Mich.

DIXIE MACHINE TOOL CO., Div. Avey Drilling Machine Co., P. O. Box 625, Cincinnati 1, O. Brake drum lathes and brake service equipment. P. J. Parker, sales and gen. mgr. Det. Rep.—Don Page, 406 Dunlap, Lansing 16, Mich. Adv. Agcy.—Venable Brown, Cincinnati, O. George L. Service, acct. exec.

DOCKSON CORP., 3839 Wabash ave., Detroit 8, Mich. Oxy-acetylene welding equipment, head and eye protection. H. E. Piggott, pres. and gen. mgr.; J. F. McDevitt, treas.; P. J. Nelson, wks. mgr.; C. W. Piggott, chief engr., pur. agt., adv. mgr. Det. Rep.—Howard Williams. Adv. Agcy.—F. B. Hubert Co., Detroit, Mich.

DODGE DIV., Chrysler Corp., 7900 Jos. Campau ave., Detroit, Mich. Passenger cars, trucks and military vehicles. L. L. Colbert, pres.; F. J. Lamborn, vice-pres. and gen. mgr.; L. J. Purdy, vice-pres. in chg. of trucks; N. Kelley jr., vice-pres.; W. C. Newberg, vice-pres.; H. A. Davies, treas.; K. M. Eyestone, secy.; G. W. Troost, compt.; Otto W. Franke, operating mgr.; M. C. Patterson, gen. wks. mgr.; E. C. Quinn, gen. sales mgr.; D. T. Stanton, C. A. Templeton and L. F. Desmond, sales supervisors; R. Ayer, dir. of mktg.; B. B. Settle, dir. of serv.; L. F. Van Nortwick, dir. of truck sales; A. E. Horne, adv. mgr. (pass. cars); W. L. Kessinger, adv. mgr. (trucks); B. W. Bogan, chief engr.; E. J. McPhee, Dodge truck plant mgr.; E. P. Lamb, Dodge truck chief engr.; A. L. Gostow, Dodge forge plant mgr.; R. H. Dungan, Dodge New Castle plant factory mgr.; F. E. Parker, Kokomo plant factory mgr.; G. T. Johnson, Dodge San Leandro plant gen. mgr.; O. T. Hamby, Nine Mile Press plant gen. wks. mgr.; W. G. Tunis, Indianapolis Plant op. mgr. Adv. Agcys.—Pass. cars: Ruthrauff & Ryan, 405 Lexington ave., New York City; Kenneth Pratt, Detroit, acct. exec. Trucks: Ross Roy, Inc., 2751 E. Jefferson ave., Detroit. G. F. DeBolt, acct. exec.

DOLE VALVE CO., 1901-1941 Carroll ave., Chicago 12, Ill. Tube couplings and fittings for gas and oil lines; brass parts to order; thermostats for motor temperature control. John L. Dole, pres.; T. B. Chace, vice-pres.; R. M. Ellis, vice-pres., sales; Stuart G. Phillips, asst. vice-pres., adv. and sales prom. mgr.; A. C. Goodrich, secy.; Robt. J. Pringle, treas.; J. J. Goodwillie, asst. vice-pres.; J. K. Lund, asst. vice-pres.; Cyril Grindrod, works mgr.; J. J. Goodwille, E. C. Curtiss, div. sales mgrs.; L. Jones, pur. agt. Det. Rep.—Elmer Skowbo, c/o Dole Valve Co., Detroit. Adv. Agcy.—Evans Assoc. Co., Chicago. K. V. Reed, acct. exec.

DOLPHIN PAINT & VARNISH CO., 922 Locust st., Toledo 3, O. Glass bedding compounds, roof and drain trough sealers, spot welding sealers, air and dust sealers, windshield sealers, waterproofing compounds. C. W. Blum, pres., gen. mgr. & pur. agt.; M. W. Winkle, vice-pres., sales & adv. mgr.; L. E. Comes, secy.-treas.; F. McClelland, wks. mgr. & chief engr.; B. J. Steger, asst. sales mgr.; J. Lohmeyer, asst. pur. agt.; Wilbur Williams, traffic mgr. Det. Rep.—Overmyer Trimming Mat'l Co., 2832 E. Grand blvd., Detroit. Adv. Agcy.—Wendt Advertising Agency, Toledo, O. H. A. Wendt, acct. exec.

DO-RAY LAMP CO., INC., 1458-64 S. Michigan ave., Chicago 5, Ill. Stop, backup, fog, dome, tractor, clearance and marker lights, emergency lamps, directional signals, oil and electric flares, reflex reflectors, truck mirrors. S. M. Dover, pres., treas., gen. and sales mgr.; E. J. Rothman, vice-pres.; M. Levenberg, secy. and traffic mgr.; C. Augenstine, wks. mgr. and chief engr.; H. R. Dover, asst. sales mgr.; C. Kruger, pur. agt. Det. Rep.—H. D. Weiss, 2457 Woodward ave. Adv. Agcy.—A. D. Schyman, Chicago.

DORMAN PRODUCTS, INC., Court and Sycamore sts., Cincinnati 2, O. Clutch parts, star washers, expansion plugs, studs, springs, cap screws, nuts, bolts. Jack R. Dorman, pres., treas.; Lee Dorman, vice-pres., adv. mgr.; O. H. Coffman, secy., sales mgr. Det. Rep.—Jos. M. Gilhooley, 5048 N. Natchez, Chicago, Ill.

DORSAY TRAILERS, INC., Elba, Ala. Vans (including refrigerator, produce, livestock, grain, furniture), stake and platform trailers, pole trailers, machinery trailers, stump pullers, skidders. C. E. Dorsey, jr., pres.; J. V. Wright, vice-pres.; Katherine Dorsey, Secy.-treas.; R. A. Sewell, operations mgr.; Horton Fick, sales and adv. mgr.; Mayo Prescott, serv. mgr.; Edwin L. White, chief engr. Det. Reps.—W. K. Saylor, Jeffersonville, Ind.; J. Alton Williams, Trussville, Ala.; G. W. Kelley, Augusta, Ga. Adv. Agcy.—James Adv. Service, P. O. Box 1824, Montgomery, Ala.

DOUGLAS & LOMASON CO., 5836 Lincoln ave., Detroit 8, Mich. Grilles, tubular products, seat frames, rolled sections, special stampings, garnish mouldings, glass channels, gravel shields, ash trays. W. K. Lomason, pres., gen. mgr., treas.; T. S. Hough, vice-pres., & sales mgr.; C. J. Beck, secy.; W. A. Wisckol, wks. mgr.; H. W. Finzel, chief engr.; L. F. Johnson, pur. agt.

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(Continued on Page 168)

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(Continued from Page 167)

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DOYLE VACUUM CLEANER CO., 225 Stevens st., S. W., Grand Rapids 2, Mich. Automotive vacuum cleaners. Dewey I. Doyle sr., pres., treas., gen. mgr.; Dewey I. Doyle jr., vice-pres., asst. mgr. and sales mgr.; Patrick E. Doyle, vice-pres. & field sales; Clara O'Shaughnessy, adv. & sales prom.; Harry F. Arnold, field sales rep.; Harry E. Coffman, field sales rep.; Walter C. Snyder, research and methods engr.; L. Gerald Centilla, pur. agt.; H. E. Mitchell, sales dept. **Adv. Agcy.**—Jaqua Co., 101 Garden st., Grand Rapids, Mich. G. D. Richter, acct. exec.

DREW & CO., INC., E. F., 15 E. 26th st., New York 10, N. Y. Radiator cleanser, radiator stop leak, liquid and power car wash, silicone treatment car polish, rust inhibitor and water pump lubricant, carburetor and parts cleaner, degreaser, penetrating fluid, diesel fuel oil treatment, hydraulic brake fluid, crankcase cleanser. Ernest F. Drew, pres.; H. G. Bissinger, exec. vice-pres.; Price Owens, secy.-treas.; G. H. Kent, dir. of sales; George R. Johnson, sales mgr., automotive div.; John T. Haugen, asst. sales mgr.; William Metzger jr., midwest sales mgr.; Lee Smith, prod. mgr.; A. J. Strauss, pur. agt.; J. Devine, traffic mgr. **Det. Rep.**—A. M. Grant, Hotel Tuller, Detroit. **Adv. Agcy.**—The Aitkin-Kynett Co., 1400 So. Penn Square, Philadelphia, Pa.

DRUGE BROS. MFG. CO., 888 92nd ave., Oakland 3, Calif. Air gauges, radiator fillers, blow guns, brake fluid guns, quick couplers, hand gauges. Dan O. Druge, pres.; Fern E. Druge, vice-pres.; F. Merle Kirkland, secy. and pur. agt.; Milan T. Fell, gen. mgr. and sales mgr.; E. J. Mitchell, chief engr.; M. E. Steward, prod. mgr.

DRYDEN RUBBER DIV., Sheller Mfg. Corp., 1014 S. Kildare ave., Chicago 24, Ill. Molded and extruded mechanical goods, sponge rubber goods, rubber and metal adhesion goods, hard rubber goods, heels and soles, friction and rubber tape. O. G. Vinnedge, gen mgr.; H. C. Sommer, sales mgr.; P. E. Young, chief engr.; J. Groot, pur. agt. **Det. Rep.**—I. W. Robertson, H. P. Bemis, D. F. Canham and A. C. Spierling, 8-158 General Motors bldg.

DUPLEX TRUCK CO., 830 E. Hazel st., Lansing 4, Mich. Heavy duty motor trucks, gasoline and Diesel engine-driven generating sets. A. Langenbacher, pres., treas.; A. C. Pratt, vice-pres., gen. mgr.; H. L. Walker, vice-pres. in charge of sales; G. A. Schell, secy.; Glen P. Shaw, serv. mgr.; J. J. Schramek, mech. engr.; G. L. Hagren, elec. engr.; G. A. Schell, pur. agt.

DUPLI-COLOR PRODUCTS CO., INC., 2440 S. Michigan ave., Chicago 16, Ill. Automotive and household touch-up, Dupli-Color pigmented car polish, Dupli-Color touch-up spray gun, spark plug compressor and tire pump, Dupli-Color air sander. Sigmund E. Edelstone, pres., treas. and sales mgr.; S. J. Hopper, pur. agt. **Det. Rep.**—Grantello Sales Co., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.**—Burlingame-Grossman, Chicago, Ill.

DU PONT DE NEMOURS & CO., E. I., INC., Finishes Div., Wilmington 98, Dela. Lacquers, enamels, a complete line of finishes for use by automotive manufacturers and refinishers. Crawford H. Greenewalt, pres.; E. S. Nickerson, gen. mgr. fabrics and finishes dept.; H. R. Lounsbury, dir. of sales (finishes div.); R. R. Allen, sales mgr. (refinish sales); S. L. Johnston, sales development mgr. (adv.); D. V. Bauder, asst. sales development mgr. (adv.). **Det. Rep.**—R. C. Williams (Sales Mgr. Auto Mfrs. Sales), General Motors Bldg., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York 17, N. Y. C. E. T. Scharps, acct. exec.

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DURA-BOND, INC., 1355 N. Main st., Ann Arbor, Mich. Brake bonding, equipment and lining removal equipment for brake reline service. Robert Langford, pres.; George Langford, Treas.; M. Doll, wks. mgr.; Ed Martens, sales mgr.

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DURKEE-ATWOOD CO., 215 N. E. 7th st., Minneapolis 13, Minn. Fan, FHP and industrial belts, radiator hose, sponge rubber stripping, inner tubes, frost shields, automotive chemical specialties, friction and rubber tape. H. C. Atwood, pres.; E. P. Atwood, vice-pres.; D. F. Pratt, vice-pres. & secy.; F. C. Malcolmson jr., treas., pur. agt.; W. K. Freed, wks. mgr.; C. T. Stafford, mgr. jobber sales; A. J. Traun, special sales mgr.; C. F. Walz, chief engr.; K. Van Auken, traffic mgr. **Det. Rep.**—W. F. De Longe, 14395 Hubbell ave., Detroit 27, Mich. **Adv. Agcy.**—Walker Advertising, Minneapolis, Minn. Harold Walker, acct. exec.

DURO METAL PRODUCTS CO., 2649 N. Kildare ave., Chicago 39, Ill. Mechanics' hand tools. W. H. Odlum, pres.; Martin Tveter, vice-pres. and gen. mgr.; S. Bishop, works mgr.; R. E. Behlen, sales mgr.; John Gracious, W. Hosford, asst. sales mgrs.; Karl Paine, chief engr.; J. Fisk, pur. agt. **Det. Rep.**—H. Kitchen, Richmond, Ind. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill. Mr. Stevens, acct. exec.

E

EAGLE-OTTAWA LEATHER CO., Grand Haven, Mich. Upholstering leather. Julian B. Hatton, pres., gen mgr.; J. Chris Hempel, vice-pres.; Julian B. Hatton jr., treas.; E. K. Ellis, sales mgr. and adv. mgr.; Milton E. Burr, asst. sales and adv. mgr.; E. O. Harbeck, secy.; Charles Mulder, traffic mgr. **Det. Rep.**—Automotive Materials Corp, Fisher bldg., Detroit, Mich.

EAGLE-PICHER CO., American Bldg., Cincinnati 1, O. Automotive body solders, automotive radiator solders, tinning compound. T. Spencer Shore, pres.; Wm. R. Dice, vice-pres. and compt.; W. F. Murdock, vice-pres. and gen. mgr. (metallic prod. div.); Carl A. Geist, secy.-trsas.; W. F. Murdock, sales mgr.; E. L. Gouedy, adv. mgr.; W. F. McCarthy, asst. adv. mgr.; R. E. McCormack, pur. agt.; Earl Cannon, asst. pur. agt.; A. L. Kreamelmeyer, traffic mgr. **Adv. Agcy.**—Needham, Louis & Brorby, Inc., 135 S. LaSalle st., Chicago 3, Ill. Noel Turner, acct. exec.

E. A. LABORATORIES, INC., 144 Spencer st., Brooklyn 5, N. Y. Automotive hot water heaters, horns, sirens, electric windshield cleaners, bicycle accessories, fractional horsepower motors. John M. Aufiero, pres., gen. mgr.; John R. Aufiero, vice-pres.; Michael A. DeRosa, secy.; E. M. Aufiero, treas.; F. Vecchiarelli, works mgr.; A. C. Williston, sales mgr.; R. A. Picard, adv. mgr.; Howard Kinneman, serv. mgr.; R. R. Hutcheson, chief engr.; N. Masone, pur. agt.; F. Mezzadri, traffic mgr. **Adv. Agcy.**—Picard Advertising Co., New York, N. Y.

EATON MANUFACTURING CO., 739 E. 140th st., Cleveland 10, O.

General personnel—C. I. Ochs, chmn. of bd.; H. J. McGinn, pres.; R. H. Daisley, vice-pres., dir. of mfg.; M. P. Winther, vice-pres., dir. of engrg.; H. C. Stuessy, secy.; H. S. Ide, treas.; V. Cada, mgr. of pur.; H. B. Peck, adv. mgr. Detroit address—9771 French rd., Detroit 13. **Adv. Agcy.**—Erwin & Wasey & Co., Inc., New York; (nat.) Julian Snyder, acct. exec.; Clark & Rickerd, Inc., Detroit (trade paper); L. A. Clark, acct. exec.

Axle Div., Cleveland O.—Front and rear axles for trucks, single and double reduction axles. G. W. Veale, gen. mgr.; Stewart Walls, factory mgr.; H. D. Mixer, sales mgr.; B. M. Burns, serv. mgr.; G. W. Carlson, chief engr.; V. Cada, pur. agt. **Det. Rep.**—J. R. Bartholomew, 504 Maccabees bldg., Detroit 2, Mich.

Foundry Div., Vassar, Mich.—Gray iron castings. E. C. Hoenicke gen. mgr.; E. V. Neeb, sales mgr.; L. C. Johnson, pur. agt.

Heater Div., Cleveland, O.—Automobile and truck heaters and defroster units. C. C. Bradford, gen. mgr.; F. W. Edwards, sales mgr.; H. Charles Simons, chief engr.; E. W. Forster, pur. agt.

Pump Div., Marshall, Mich.—Pumps, automotive valves. F. H. Mott jr., gen. mgr.; W. R. Eames, chief engr.; C. R. Palmer, pur. agt. E. S. Witchger, sales mgr.

Reliance Div., Massillon, O.—Spring lock washers, springtites, snap rings, cold drawn steel. E. D. Cowlin, gen. mgr.; E. J. Helline, sales mgr.; D. R. Keagy, chief engr.; M. T. Bantz, pur. agt. **Det. Rep.**—H. R. Hanna, 504 Maccabees bldg., Detroit 2, Mich.

Saginaw Div., Saginaw, Mich.—Hydrauic valve lifters, tappets, valve seat inserts, engine fans. H. F. Russell, gen. mgr.; M. D. Archangeli, sales mgr.; L. A. Jahn, chief engr.; V. L. Larsen, pur. agt.

Spring Div., Detroit, Mich.—Chassis leaf and coil springs. W. H. Wallace, gen. mgr.; M. I. Goodrich, plant mgr.; B. H. Blair, chief engr.; L. A. Kruger, pur. agt.

Stamping Div., Cleveland, O.—Gasoline, oil and hub caps, bumper guards. R. E. Fisher, gen mgr.; F. C. Schwendler, chief engr. **Det. Rep.**—D. F. Brawn, 504 Maccabees bldg., Detroit 2, Mich.

Valve Div., Battle Creek, Mich.—Automotive valves. H. I. Dyer, gen. mgr.; M. D. Archangeli, sales mgr.; J. B. Smith, pur. agt.; Oscar Hedlund, chief engr.

Dynamatic Corp., Kenosha, Wis.—Variable speed couplings, punch press drives, oil well draw works brakes, dynamometers, motors. F. L. Hopf, gen. mgr.; H. P. Lundskow, chief engr.; A. F. Larsen, pur. agt.

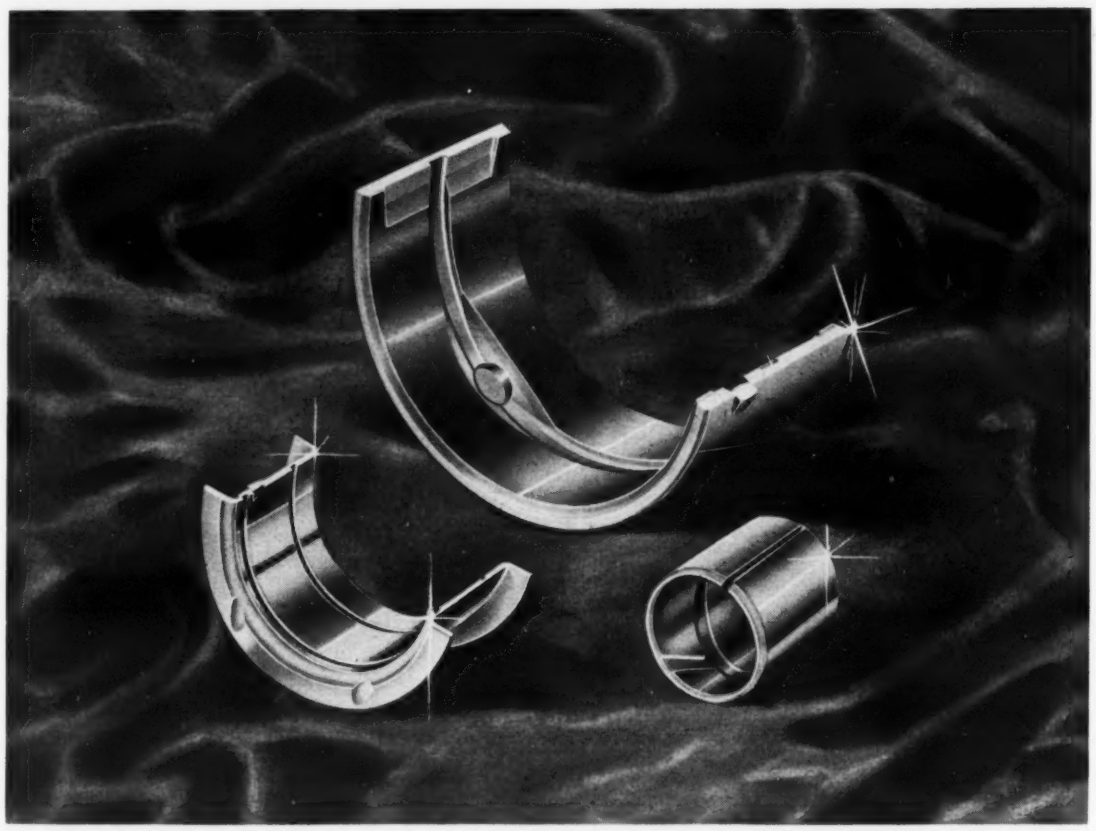
Eaton Automotive Products, Ltd., London, Ont., Canada—Automotive parts, heaters and defroster units. A. C. Pullen, gen mgr.; W. D. Howe, pur. agt.; K. V. Bilton, chief engr.

ECLIPSE MACHINE DIV., Bendix Aviation Corp., Oakwood ave., Elmira, N. Y. Starter drives and associated starting devices, Stromberg carburetors, coaster brakes. M. P. Ferguson (Bendix Aviation Corp., Detroit), pres.; H. A. Gossner (Detroit), secy.; W. H. Houghton (Detroit), treas.; M. P. Whitney (Elmira), gen. mgr.; F. Mattfeld (Elmira), factory mgr.; Roy C. Allan, dir. of sales and adv.; sales mgrs.; R. S. Johnson (Bendix drives), L. F. Freiberg (carburetor), H. C. Bush (Bendix drive and coaster brake parts); R. E. Fink, serv. mgr.; chief engrs.; F. T. Christian (drives and brakes), A. H. Winkler (carburetors); F. H. Wurth, pur. agt.; R. E. Campbell, asst. pur. agt.; J. Lamb, traffic mgr.; W. A. Mara, Detroit (Bendix), pub. rel. mgr. **Det. Reps.**—R. S. Johnson and L. F. Freiberg, 8-205, 8-211, General Motors Bldg., Detroit 2, Mich. **Adv. Agcy.**—MacManus, John & Adams, Fisher Bldg., Detroit, Mich.

EDELMANN & CO., E., 2332 Logan blvd.,

(Continued on Page 170)

The Crown Jewels of Industry



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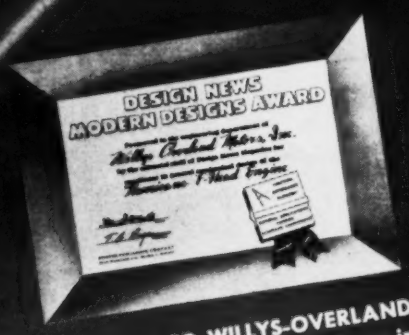

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WILLYS-OVERLAND MOTORS

TOLEDO 1, OHIO

Who's Who in Auto Industry

(Continued from Page 168)

Chicago 47, Ill. Hydrometers, battery fillers, servicers, ignition timing lights, battery service kits, hydraulic brake parts, brake hose, brass fittings, tools, jobbers and dealers brass fitting assortments, flexible lines, etc. R. Edelmann, pres.; Will Freeman, secy.; J. Swift, works mgr.; K. R. Reifenberg, sales mgr.; H. J. Lutz, pur. agt.; Martin Roth, traffic mgr. **Adv. Agcy.**—Burlingame Grossman, Chicago, Ill.

EDISON, THOMAS A., INC., Automotive Div., 51 Lakeside ave., West Orange, N. J. Batteries. Chas. Edison, chmn. of bd.; H. G. Riter, 3rd pres.; B. F. Morris, vice-pres.; H. H. Eckert, vice-pres. and treas.; F. C. Erwin, secy.; A. A. Manchester, sales mgr.; S. Schaeffer, adv. and sales prom. mgr.; R. I. Bost, engr.; R. B. Lockhart, gen. pur. agt.; W. Hildebrand, vice-pres. and traffic mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Atherton Seeley, acct. exec.

EDRO CORP., THE, P. O. Box 584, 35 Wakefield ct., New Britain, Conn. Glare filters for night driving. Dr. Peter Bartlewski, vice-pres.; Alphonse Szewczul, pres.; Roman Galinski, secy., treas. and sales mgr.

EDWARDS IRON WORKS, INC., 2901 So. Main st., South Bend 23, Ind. Truck trailers, truck bodies and truck equipment. Wm. H. Edwards, pres.; E. A. Sommers, vice-pres., chg. of sales, and adv. mgr.; J. E. Beaudway, vice-pres., chg. of mrg.; R. M. Edwards, vice-pres.; E. C. Chrapek, secy.-treas., pur. agt.; Frank Kovatch, serv. mgr.; G. M. Stephens, parts and acct. mgr.; P. B. Barrett, chief engr.; C. J. May, traffic mgr. **Adv. Agcy.**—Lincoln J. Carter Adv. Agency, 405 Sherland bldg., South Bend, Ind. L. J. Carter, acct. exec.

EIS AUTOMOTIVE CORP., N. Main st., Middletown, Conn. Hydraulic brake parts, hydraulic brake fluid, hydraulic brake master cylinders, hydraulic brake wheel cylinders, brake cables, brake tools and emergency brake pawls and sectors. E. I. Schwarz, pres.; J. W. Gliffix, vice-pres.; M. L. Schwarz, secy.; C. Kress, asst. sales and pur. agt. **Adv. Agcy.**—Furman-Hanser, New York City.

ELASTIC STOP NUT CORP. OF AMERICA, 2330 Vauxhall rd., Union, N. J. Self-locking nuts. W. F. McGuinness, pres.; F. A. Hofmann, vice-pres.; A. G. Prangley, vice-pres. and secy.; G. J. Oberst, treas.; E. F. Nason, sales mgr.; D. E. Lally, asst. sales mgr.; Bruce F. Linck, sales prom. mgr.; E. F. Howell, pur. agt. **Det. Rep.**—Robert F. Fettig, 522 New Center bldg., Detroit 2, Mich. **Adv. Agcy.**—G. M. Basford Co., New York 17, N. Y. George Logan, acct. exec.

ELCO LUBRICANT CORP., Jennings rd. and Denison ave., Cleveland 9, O. Extreme-pressure lubricants for all enclosed gear units. J. E. Reagan, pres. and gen. mgr.; J. V. Whitbeck, vice-pres.; Wm. Cox jr., vice-pres.; J. R. Heller, western dist. mgr.; H. W. Niemeier, treas.; A. H. Schuster works mgr.; George Hoffmann, tech. dir. **Det. Rep.**—W. J. Allard, 415 Fisher Bldg., Detroit 2.

ELECTRA MFG. CO., 2537 Madison ave., Kansas City 8, Mo. Voltage regulators, generator cut-outs, headlight and horn relays, starter switches, dimmer switches. Gordon Groth, pres.; R. I. Seymour vice-pres., adv. mgr.; W. A. Walters works mgr.; Rupert Jarboe, chief engr. F. R. Jones, pur. agt. **Adv. Agcy.**—R. J. Potts-Calkins & Holden, Kansas City, Mo. R. M. Robinson, acct. exec.

ELECTRIC AUTO-LITE CO., Toledo 1, O. Batteries, bumpers, castings (gray iron), die castings (aluminum base and zinc base), fuel pumps, generators, governors, horns, hub caps, ignition, instruments and gauges, lighting, metals (deep-drawn, rolled and formed), motors, oil filters, plastics, plastic and metal combinations, regulators, relays, Resistor and regular spark plugs, spring covers, starting motors, switches, windshield wipers, wire and cable, wiring assemblies, magnet wire. Royce G. Martin, pres. and chmn. of bd.; D. H. Kelly, exec. vice-pres.; J. B. Fenner, vice-pres. and compt.; C. M. Adams, Harry G. Call, J. A. Cappi, F. H. Drummond, J. P. Falvey, B. A. Fay, T. W. Floor, H. E. Hasemeyer, R. M. Lake, C. L. Lancaster, L. H. Middleton, J. A. Minch, J. R. Padesky, C. L. Patterson, C. W. Pound, D. B. Stratton, R. Twells, L. A. Wine, vice-presidents; I. O. Goodnight, treas.; F. J. Kennedy, secy.; Russel McGee, asst. secy. and asst. treas.; W. E. Blank, sales mgr., battery div.; H. R. Butts, sales mgr., merch. div.; J. A. Shank, mgr., parts and serv. div.; J. H. Lambrix, dir. of pur.; D. J. Holmes, traffic mgr.; D. B. Seem, adv. mgr. **Det. Off.**—New Center bldg. **Adv. Agcy.**—Space: Ruthrauff & Ryan. Tod Reed, acct. exec. Radio and television: Cecil & Presbrey. Tom Maloney, acct. exec.

ELECTRIC SPRAYIT CO., 1415-25 Illinois ave. Sheboygan, Wis. Air compressors, paint spraying equipment, pumps, paint sprayers, electric motors and generators, hydraulic cylinders and valves. S. Deutsch, bd. chmn.; Millard B. Deutsch, pres.; E. J. Formhals, sales mgr.; C. A. MacDonald, secy.; L. F. Smith, treas.; J. Ourada, asst. sales and serv. mgr.; H. Esch, adv. and sales prom. mgr.; F. D. Ditch, chief engr.; G. L. Dwyre, pur. agt.; E. Ball, traffic mgr. **Det. Rep.**—A. E. Sparling Co., 12133 Coyle ave., Detroit 27, Mich. **Adv. Agcy.**—South Bend, Ind. C. A. MacDonald, acct. exec.

ELECTRIC STORAGE BATTERY CO., 42 So. 15th st., Philadelphia 2, Pa. Storage batteries for all types of automotive equipment and aircraft. R. C. Norberg, chmn. of bd.; S. W. Rolph, pres.; C. F. Norberg, exec. vice-pres.; Roland Whitehurst, L. E. Lighton, D. N. Smith, vice-presidents; H. C. Allan, secy.-treas.; W. E. Nyce, works mgr.; Roland Whitehurst, sales mgr.; R. L. Sommerville, asst. gen. sales mgr.; A. N. Dingee, adv. and pub. rel. mgr.; S. K. Lessey, serv. mgr.; C. Connell, automotive replacement battery sales mgr.; J. P. Casserly, automotive manufacturer battery sales mgr.; L. E. Wells, chief engr.; K. W. Green, pur. agt.; B. R. Loeper, traffic mgr. **Det. Rep.**—H. G. Carron, 8051 W. Chicago blvd. **Adv. Agcy.**—Geare-Marston, Inc., 21 S. 12th st., Philadelphia, Pa. N. W. Geare and John E. Rooney, acct. execs.

ELECTRO PRODUCTS CO., 445 E. 189th st., New York 58, N. Y. Tachometers, condenser testers, coil testers, exhaust analyzers, distributor testers, cam angle indicators. P. O. Stewart, gen. and sales mgr.; K. A. Stewart, asst. sales mgr.; J. Foggan, serv. mgr.; K. Faber, parts and acc. mgr.; J. Agin, chief engr.; C. Ceva, pur. agt.

ELGIN MACHINE WORKS, INC., 412 No. State, Elgin, Ill. Automotive replacement parts. Martin Skok sr., pres. and gen. mgr.; Martin Skok jr., vice-pres.; Frances Skok, secy.; Frieda Burren, treas. **Adv. Agcy.**—Wayne Rogers, 57 E. Jackson blvd., Chicago, Ill.

ELLIS MILLS, INC., A. D., Monson, Mass. All-wool upholstery fabrics, broadcloths, Bedford cords. D. W. Ellis, pres.; W. H. Hodgman, vice-pres. and gen. sales mgr.; L. S. Farr, secy.; D. W. Ellis jr., treas. **Det. Rep.**—L. J. Colby, 710 Fisher Bldg.

ENGINEERING & RESEARCH CORP., Riverdale, Md. Truck bodies. L. A. Wells, pres.; Milton King, vice-pres. & secy.; W. G. Carroll, treas.; C. K. Hellriegel jr., gen. mgr.; Fred W. Ruehl, sales mgr.; T. Bolling, serv. mgr.; H. A. Hochhalter, chief engr.; R. A. Jones, pur. agt. **Adv. Agcy.**—Louis E. Shecter Advertising Agency, Baltimore, Md. Jack L. Levin, acct. exec.

EQUIPTO DIV., Aurora Equipment Co., Aurora, Ill. Steel shelving, parts bins, counters, sales tables, work benches, tool toters, stock karts, toolroom equipment. John C. Dunham, pres.; Floyd D. Keck, vice-pres.; M. L. Dunham, secy.; Paul Streit, dir. of sales; A. P. Fauth, pur. agt.; Louis P. Easer, traffic mgr. **Adv. Agcy.**—Vernon S. Weiler, Chicago, Ill.

ERIE MFG. DIVISION, Pressed Steel Car Co., Inc. Sales Office: J & H Sales Co., 75 E. Wacker dr., Chicago 1, Ill. Bumper and grille guards, metal stampings. Jerry E. and Harold Poncher, dir. of sales. Factory address: 235 E. 33rd st., Chicago 16, Ill. **Adv. Agcy.**—Burton Browne, Chicago, Ill.

ETHYL CORP., 100 Park ave., New York 17, N. Y. Antiknock compounds, salt cake, ethylene dichloride, sodium metallic, chlorine (liquid). Edward L. Shea, pres.; J. A. Costello, Graham Edgar, Harry W. Kaley, John H. Schaefer, San M. Wagner, vice-presidents; Stanley T. Crossland, vice-pres., treas.; Julian J. Frey, J. E. Boudreau, sales mgrs.; Russell B. Weston, adv. mgr.; Frank A. Howard jr., asst. adv. mgr.; W. K. McCulloch, sales prom. mgr.; Harold J. Woods, pur. agt.; Ralph C. Champlin, dir. pub. rel. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, 383 Madison ave., New York 17, N. Y. Bayard Pope, acct. exec.

EVANS PRODUCTS CO., 13101 Eckles rd., Plymouth, Mich. Auto-loaders, D-F loaders (freight cars), space heaters, water heaters, furnaces, truck and bus heating and ventilating equipment, frostguard. Evaneer plywood, Douglas fir lumber, molded plywood products, chair backs, battery separators, pallets, metal stampings. E. S. Evans jr., pres.; T. J. Manning, asst. to pres.; R. B. Evans (heating and appliance div.), W. G. Webb (loading div), chge. pur.; H. B. Garrison (West Coast div.), D. Cameron (Plymouth plant operations), vice-presidents; J. M. Russell, controller; G. M. Schueder, chief engr.; E. W. Peterson (loading div.); F. A. Keihn (bus and truck heating and vent. div.), G. Faurie, heating and appliance div.), W. J. Ritchie (West Coast div), sales mgrs.; Wm. Prisk jr., serv. mgr.; G. H. LaPiner, mgr. adv., sales prom., pub. rel.

EXCEL CORP., 1120 N. Main st., Elkhart, Ind. Car vent wings, side door sash and rear quarter sash assemblies; trailer sash; bus sash; truck vent wings and door sash; tubing and fittings for buses; radiator grilles. Harold Edwards, pres., D. L. Rutter, vice-pres., gen. wks. mgr.; O. Edwards, secy.; L. W. Fritz, treas.; H. E. Ruppert, sales div. and sales prom. mgr.; T. W. Holt jr., vice-pres., chg. of prod.; R. Henriksen, pur. agt.; J. R. Wiley, pub. rel. mgr.

EXCELLO ACCESSORIES MANUFACTURERS, 81 Madison ave., Hempstead, N. Y. Brass compression, flared, inverted flared, double compression and pipe thread fittings, flexible gas, oil, grease, vacuum and oil filter lines; copper gas and oil lines; copper tubing; tubing equipment. Arnold E. Alberga, pres., sales mgr.; Henrie C. Alberga, vice-pres.; William G. Alberga, asst. sales mgr.

EX-CELL-O CORP., 1200 Oakman blvd., Detroit 32, Mich. Standard precision boring, turning and facing machines; special purpose production machines; precision thread grinders; tool grinders; lapping machines; hydraulic power units; grinding spindles; broaches and cutting tools; drill jig bushings; aircraft and miscellaneous production parts. Phil Huber, pres. and gen. mgr.; James K. Fulks, vice-pres., chg. of mfg.; H. Glenn Bixby, vice-pres. and treas.; Earl E. Conlin, secy. and asst. treas.; Donald N. McPherson, asst. secy.; Donald H. McIver, sales mgr.; Jack Mustard, Robt. W. Ford, Herbert A. Knack, asst. sales mgrs.; Arthur E Schulz, adv. mgr.; Norman A. Heidt, serv. mgr.; Gilbert D. Stewart, chief engr.; Fred D. Sicklesteel, pur. agt. **Adv. Agcy.**—Holden Clifford Flint, Inc., Detroit, Mich. Dick C. Flint, acct. exec.

EXECUTONE, INC., 415 Lexington ave., New York 17, N. Y. Intercommunication systems, sound systems, voice paging and industrial music. P. H. Seaman, pres.; N. A. Karr, vice-pres.; C. Walter, sales mgr.; J. A. Richards, adv. and sales prom. mgr. **Det. Rep.**—Executone Co. of Detroit, 2631 Woodward ave., Detroit 1, Mich. **Adv. Agcy.**—J. A. Katz Agcy., New York City.

F

F & B MFG. CO., 4248 W. Chicago ave.,

(Continued on Page 171)

White Meets the Emergency with Action!

White EMERGENCY SERVICE CORPS

The White Motor Company pledges its full resources to keep White Trucks and Busses operating efficiently...To help White owners fulfill their many vital transportation assignments during the National Emergency with the least possible loss of operating time

White Mobilizes Its Organization And Its Owners to Keep Trucks and Busses In Good Working Condition

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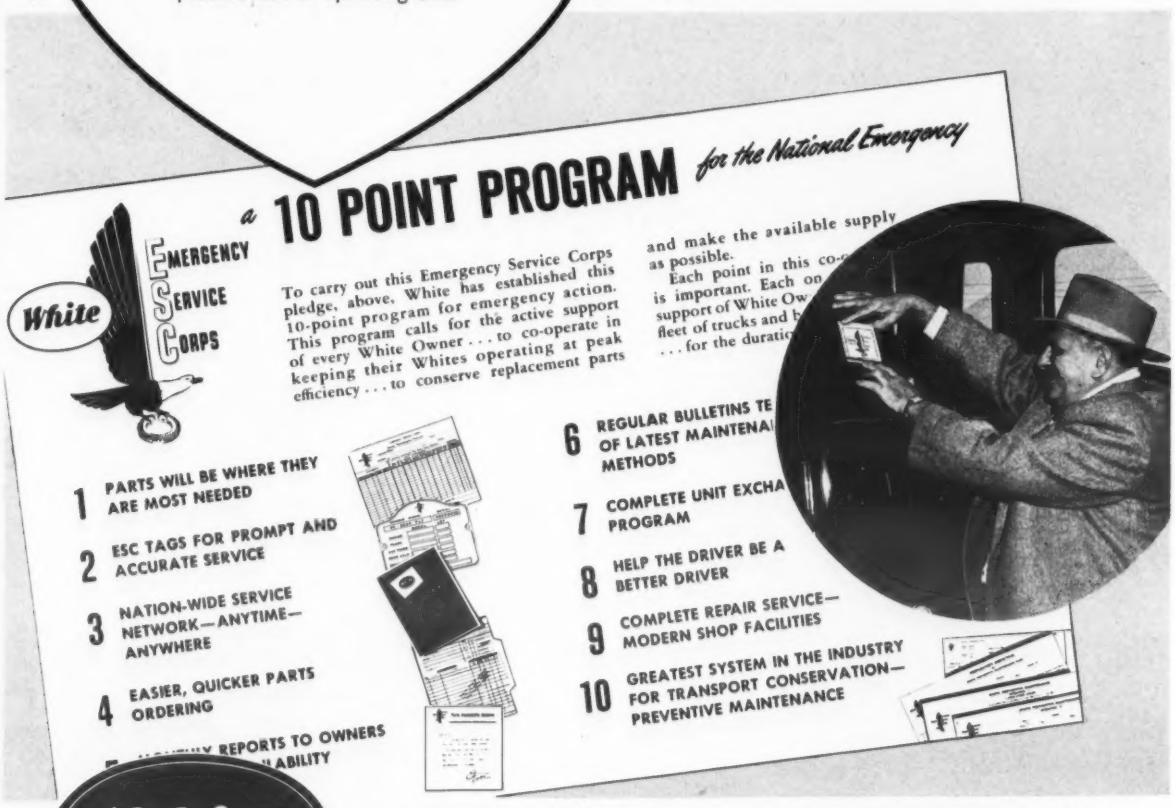

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Who's Who in Auto Industry

(Continued from Page 170)

Chicago 51, Ill. Complete line of automotive ignition replacement parts for all makes of vehicles. John Filko, pres.; Harold Rapp, treas.; C. D. McKim, sales mgr. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago 6, Ill. Chester A. Ragland, acct. exec.

FABRICON PRODUCTS, INC., 1721 Pleasant ave., River Rouge 18, Mich. Cardboard and waterproof trim panels; glove box and dash insulator assemblies; sound deadening felts and insulation materials; laminated plastics. Wm. A. Fisher, chmn. of bd. and treas.; L. A. Fisher, pres. and gen. mgr.; Donald Holm, secy.; G. T. Abel, gen. prod. mgr.; J. A. Martin, sales mgr. (automotive div.); R. D. Halford, sales mgr. (waxed paper and cellophane div.); F. Altman, chief engr.; J. E. Steiner, dir. pur.; T. Godbold, traffic mgr.

FAFNIR BEARING CO., Booth st., New Britain, Conn. Ball bearings, ball bearing power transmission units, ball and roller railway journal bearings. Maurice Stanley, bd. chmn.; S. M. Cooper, pres.; G. F. Atwater, secy., asst. treas.; A. G. Way, treas.; C. G. Rosensweig, vice-pres. and wks. mgr.; C. F. Stanley, vice-pres., chge. of sales; D. M. Davidson, asst. sales mgr.; T. L. Hunt, adv. mgr.; F. Leister, vice-pres., chge. of engrg.; H. P. Knowles, pur. agt.; H. D. Rivers, asst. pur. agt. **Det. Rep.**—W. S. Gray, 521 New Center bldg., Detroit. **Adv. Agcy.**—Horton-Noyes Co., Providence, R. I. F. C. Noyes, acct. exec.

FAIRFIELD MFG. CO., Earl ave. and Wallace, Lafayette, Ind. Differentials, spiral bevel gears, hypoid gears, straight bevel gears, spur gears, helical gears, worm gears. E. M. Heinmiller, pres., gen. mgr., treas.; Rochester Baird, vice-pres.; G. S. Swanson, wks. mgr.; D. W. Owens, sales and adv. mgr.; M. L. Munson, chief engr.; W. C. Nicholson, pur. agt. **Adv. Agcy.**—Armstrong Adv. Agency, Chicago, Ill.

FALLS SPRING & WIRE DIV., Standard Steel Spring Co., 8635 Conant rd., Detroit 11, Mich. Automobile cushion and back springs, automotive seat frames. Harry Swanson, vice-pres. & gen. mgr.; Gordon McCririe, sales mgr.; J. F. Karr, pur. agt.

FARGO MOTOR CORP., Div. of Chrysler Corp., 7900 Jos. Campau, Detroit, Mich. Fleet sales of Plymouth, Dodge, DeSoto and Chrysler passenger cars; Dodge trucks; Plymouth and DeSoto taxicabs and Army vehicles. R. L. Biggers, pres.; William J. Bird, L. L. Colbert, A. H. Ferrandou, Nicholas Kelley jr., N. W. Seidel, vice-presidents; J. C. Maddox, exec. asst.; R. B. Christiansen, dir. of serv.; H. A. Davies, treas.; K. M. Eyestone, secy.; G. W. Troost, compt.

FASCO INDUSTRIES, INC., 400 Davis st., Rochester 2, N. Y. Hydraulic stoplight switches, circuit breakers. H. P. Toppin, pres.; H. M. Sylvester, secy., treas., gen. mgr.; R. W. Gysel, works mgr.; H. M. Sylvester, sales mgr.; P. M. Byam, chief engr.; G. J. Andres, pur. agt.; E. C. Frey, asst. pur. agt.; C. L. Anderson, traffic mgr.; L. P. Kruze, pub. rel. mgr. **Det. Rep.**—E. W. Griffith. **Adv. Agcy.**—Charles L. Rumrill & Co., Inc., Rochester, N. Y. W. S. Jensen, acct. exec.

FEDDERS-QUIGAN CORP., 57 Tonawanda st., Buffalo 7, N. Y. Automotive radiators and car heaters. Salvatore Giordano, pres.; A. F. Ihde, vice-pres.; Wm. C. Winkler, treas.; M. C. Weisman, secy.; A. J. DeFino, gen. mgr.; R. W. Morgan, chief engr.; J. M. Heimerl, pur. mgr.; E. M. Fix, traffic mgr.; R. E. Cassatt, adv. mgr.; W. F. McLean, pub. rel. mgr.

FEDERAL BEARINGS CO., INC., Fairview ave., Poughkeepsie, N. Y. Ball bearings. George R. Bennett jr., pres., treas., gen. mgr.; Dan G. Fichter, vice-pres., secy.; Fred Horlacher, works mgr.; E. C. Sweeney, sales and adv. mgr.; R. L. Denney, asst. sales mgr.; Charles Lansdale, serv. mgr.; Fred Recknagel, chief engr.; E. Wallin, pur. agt.; L. Christoph, traffic mgr. **Det. Rep.**—Fred Glass, 2640 Book Tower, Detroit, Mich. **Adv. Agcy.**—Fred Wittner Adv., New York, N. Y.

FEDERAL ENGINEERING CO., 850 Oakman blvd., Detroit 6, Mich. Tools, dies, jigs, fixtures and special machines. David M. LeVine, pres.; Saul LeVine, vice-pres. and treas.; Dan M. LeVine, secy. and gen. mgr.; H. C. Behm, chief engr.; R. H. Rosenkranz, pur. agt.

FEDERAL-MOGUL CORP., 11031 Shoemaker ave., Detroit 13, Mich. Sleeve bearings, bronze bushings, and similar precision parts. H. Gray Muzzy, chmn. of the bd.; G. S. Peppiatt, pres.; S. C. Reynolds, senior vice-pres., treas.; E. Olney Jones, vice-pres., secy.; M. A. Hunter, vice-pres. mfg.; E. R. Darby, vice-pres. research and development; R. I. Marquis, vice-pres. of industrial rel.; J. L. Wood, (San Francisco), P. J. Potter (Detroit), W. C. Robertson (Cleveland), R. E. Klare (Greenville), E. Pett (St. Johns), J. Downing (Mooresville), works mgrs. K. W. Warren, sales mgr. (original equip. div.); T. J. Marshall, asst. sales mgr., adv. mgr. (original equip. div.); E. F. Bauman, dir. of purchases. **Adv. Agcy.**—Fred M. Randall Co., Detroit 26, Mich. H. Ross Mack, acct. exec.

FEDERAL-MOGUL CORP., Service Div., 11031 Shoemaker ave., Detroit 13, Mich. Connecting rod, main and cam bearings, solid and split connecting rod pin bushings, rebabbitted and reconditioned connecting rods, tapered, straight and journal roller bearings, replacement parts. N. A. Moore, vice-pres., dir. of serv. div.; T. L. Camp, supervsr. of dist.; R. K. McConnell, adv. and sales prom. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit 26, Mich. H. Ross Mack, acct. exec.

FEDERAL MOTOR TRUCK CO., 5780 Federal ave., Detroit 9, Mich. Motor trucks (gasoline and diesel), bus and fire truck chassis. George H. Hammond, pres., gen. mgr.; Ferdinand L. Ruddon, vice-pres., asst. gen. mgr.; Chandler A. Rogers, secy., treas.; Carl Loud, gen. sales mgr.; Lewis I. Seaver, asst. gen. sales mgr. and dir. of adv. and sales prom.; George Awtrey, field serv. mgr.; Charles V. Devendorf, parts serv. mgr.; Earl W. Winans, chief engr.; M. L. Burrell, pur. agt.; Herbert H. Penny, asst. pur. agt.; Ralph A. Desmond, traffic mgr. **Det. Rep.**—Federal Motor Truck Co. (Detroit Branch), 500 E. Forest ave., Detroit 1, Mich. **Adv. Agcy.** — Jay Maish Co., Marion, O. William Ellis, acct. exec.

FELLOWS GEAR SHAPER CO., River st., Springfield, Vt. Gear shapers and cutters, gear shaving machines and shaving tools gear lapping machines and laps, gear burnishing machines and gears, gear measuring and testing equipment, thread generators, master gears. E. W. Miller, pres.; R. M. Fellows, first vice-pres. and treas.; C. M. Peter, vice-pres. and gen. mgr.; H. T. Gates, vice-pres. and factory mgr.; L. C. King sales and serv. mgr.; D. T. Hamilton, adv. mgr.; H. B. Flinn, asst.; E. W. Miller chief engr.; R. N. Roberts, pur. agt.; P. C. Kittridge, traffic mgr.; John Morton, pub. rel. mgr. **Det. Rep.**—G. H. Sanborn, 616 Fisher Bldg. **Chicago. Rep.**—J. G. Whitman, 640 West Town Office Bldg.; **N. Y. Rep.**—H. W. Nickerson, 2206 Empire State. Bldg. **Adv. Agcy.**—Hicks & Greist, New York, N. Y. H. L. Hicks, acct. exec.

FELT PRODUCTS MFG. CO., 1504 Carroll ave., Chicago 7, Ill. Gaskets, oil seals and packings. A. Mecklenburger, pres. and gen. mgr.; L. C. Weinberg, vice-pres. and works mgr.; E. H. Mecklenburger, secy.; C. H. Morris, treas.; Elliot Lehman, sales and adv. mgr.; E. G. Howland, chief engr.; Donald Jacobs, pur. agt.; Edw. Marks, traffic mgr.; S. L. McCandless, pub. rel. mgr. **Det. Rep.**—Charles H. Burgess, 19932 Livernois. **Adv. Agcy.**—Van Auken-Ragland & Stevens, 326 W. Madison st., Chicago, Ill. Charles A. Ragland, acct. exec.

FERRO MACHINE & FOUNDRY, INC., 3155 E. 66th st., Cleveland 4, O. Automotive grey iron castings. C. and D. hot top rings, and jobbing machine shop. John M. Price, chmn. of bd.; E. M. Knapp, pres.; H. B. Myers, vice-pres.; R. J. Myers, vice-pres.; R. H. Weir, secy.; D. L. Heine, treas. and asst. secy.; S. J. Ruddock, pur. agt.; R. E. Miller, asst. pur. agt. **Det. Rep.**—A. Y. Linkner, 5-121 General Motors bldg., Detroit, Mich.

FERRO STAMPING & MFG. CO., 1367-97 Franklin st., Detroit 7, Mich. Passenger car and truck hardware, window regulators, door locks, hood and rear deck hinges, hood and rear deck locks, truck cowl ventilators, miscellaneous stamped steel assemblies. William C. Devereaux, pres.; Richard C. Devereaux, vice-pres., gen. mgr.; Durwood E. Allen, secy.; Rollo W. Detwiler, treas.; Perry J. Starkweather, vice-pres.; Mel G. Kennedy, vice-pres.; Ray A. Nichols, prod. mgr.; Carl C. Fish, chief engr.; Joseph M. Brown, pur. agt.; Russell Hoffmeyer, plant mgr., Mt. Pleasant div.

FERRY CAP AND SET SCREW CO., 2151 Scranton rd., Cleveland 13, O. Set screws, cap screws, acorn nuts, Shinyland studs, spring bolts, adjusting screws, connecting rod bolts. H. D. North, pres., gen. mgr. and adv. mgr.; J. R. Haysak, vice-pres. in chge. of mfg.; C. B. Lansing jr., secy.-treas.; W. J. Murphy, works mgr.; H. D. North, sales mgr.; H. J. Thiel, pur. agt.; M. Snow, asst. pur. agt.; J. Swinglish, traffic mgr.; R. MacGregor, pub. rel. mgr. **Det. Rep.**—W. M. Leach, 419 Book Tower bldg. **Adv. Agcy.**—Bayless-Kerr Co., Cleveland, O.

FILTORS, INC., 45-22, 38th st., Long Island, N. Y. Oil filters, replacement elements, electric governors, engine overspeed controls. Cecil P. Molyneux, pres., chief engr.; Lloyd Aspinwall jr., exec. vice-pres., treas.; Stanley S. Sherriff, vice-pres.; Abner Grossman, secy.; William Rohloff, works mgr.; George Lofland, adv. mgr. **Adv. Agcy.**—LaPorte & Austin, New York, N. Y.

FIRESTONE STEEL PRODUCTS, 1200 Firestone blvd., Akron 1, O. Automotive rims, stainless steel containers, metal stampings. J. E. Martin, pres.; E. M. Clissold, vice-pres.; L. J. Campbell, asst. secy., asst. treas.; W. H. Vaughn (Wyandotte plant), works mgr.; W. S. Kidder, sales mgr.; P. B. Murphy, pur. agt. **Det. Rep.**—C. C. Cupp.

FIRESTONE TIRE & RUBBER CO., 1200 Firestone pkwy., Akron 17, O. Tires; tubes for automobiles, trucks, airplanes, farm tractors and implements, earth-moving equipment, industrial trucks; molded and extruded plastics, plastic filaments, films and sheeting; foamed latex cushioning; elastic rubber yarn; mechanical rubber goods; adhesives dispersions and latex compounds; brake lining; rubber fuel cells; automotive and tractor rims, stampings; stainless steel beverage containers. Harvey S. Firestone jr., chmn., chief exec.; Lee R. Jackson, pres.; J. J. Shea, vice-pres. of finance; Raymond C. Firestone, vice-pres. of Research; J. E. Trainer, vice-pres. of prod.; H. D. Tompkins, vice-pres. of sales; Joseph Thomas, secy., gen. counsel; H. H. Hollinger, treas.; C. A. Pauley compt.; John W. Thomas, hon. chmn.; L. G. Fairbank, gen. sales mgr.; H. M. Taylor, mfg. sales mgr.; C. B. Ryan, adv. mgr.; H. H. Waters, dir. of engrg.; R. W. Koch, dir. of pur.; W. D. Gohr, pur. agt.; R. W. Wettstyne, traffic mgr.; W. D. Hines, pub. rel. mgr. **Det. Mgr.**—D. J. Hutchins, 1405 Henry st., Detroit, Mich. **Adv. Agcy.**—Sweeney & James, Cleveland, O.

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Who's Who

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FIRMAN LEATHER GOODS CORP., 137 E. 25th st., New York 10, N. Y. Mfrs. of Maximillian Bonded Luggage. Ladies' and men's matched automobile luggage. Philip Firman, pres.; Milton Wynn, vice-pres., sales mgr.; Jay Firman, secy., treas.; Patrick Burke, asst. sales mgr.; Albert Berliner, pur. agt. **Adv. Agcy.**—Mann-Ellis Adv. Agency, New York, N. Y. K. J. Mann, acct. exec.

FISH CARBURETOR CORP., 1341 Main st., Agawam, Mass. Carburetors, mileage testers. J. Robert Fish, pres. and sales mgr.; Madelyn B. Welch, secy.; Lewis B. Breed, treas.

FISHER BODY DIV., General Motors Corp., General Motors bldg., Detroit 2, Mich. Automobile bodies. J. J. Cronin, gen. mgr. of Fisher Body Div., and vice-pres. General Motors Corp.; W. S. McLean, gen. dir. of pub. rel. and adv.; James P. Wines, asst. gen. dir. of pub. rel. and adv.; J. H. Wernig, chief engr.; R. C. Miller, gen. dir., purch. div.; J. B. Hildebrand, asst. gen. dir., purch. div. **Adv. Agcy.**—Kudner Agency, Inc., New York, N. Y. E. J. Owens, acct. exec.

FISK TIRE CO., Div. of United States Rubber Co., Rockefeller Center, New York 20, N. Y. Passenger car tires and tubes; truck, bus and tractor tires and tubes. H. E. Humphreys jr., pres.; H. S. Marlor, vice-pres.; W. M. Dougherty, secy.; H. M. Kelton, treas.; J. W. McGovern, vice-pres. and gen. mgr. of tire div.; A. G. Westlund, sales mgr.; H. L. Hayward, mgr. retail merch.; P. F. Lee, mgr. distribution; Elliot Detweiler, adv. and sales prom. mgr.; Robert Welborn, asst. sales prom. mgr.; J. G. Schaefer, merch. mgr.; A. N. Guy, access mgr.; L. A. Squitieri, pur. agt.; Arthur DeSalvo, asst. pur. agt.; J. W. Harley, traffic mgr.; Russell Wilks, pub. rel. mgr. **Det. Rep.**—D. T. Hoffman, 5850 Cass ave., Detroit. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y. Sanford Smith, acct. exec.

FITZGERALD MFG. CO., Torrington, Conn. Gaskets, oil seals, grease retainers. P. J. Fitzgerald, pres.; M. D. Fitzgerald, vice-pres.; M. F. Fitzgerald, secy., treas.

FITZSIMONS MFG. CO., 3775 E. Outer dr., Detroit 34, Mich. Formed tubular parts and assemblies, light and medium stampings. S. J. Fitzsimons jr., pres., gen. mgr.; H. B. Howenstein, vice-pres., sales mgr.; J. W. Fitzsimons, secy.; F. Sinning, works mgr.; L. J. Kroha, chief engr.; J. C. Richards, pur. agt.

FLEXON PRODUCTS CORP., 249 W. 34 st., New York 1, N. Y. Display and pricing kits for the automotive trade. B. R. Schrift, pres. and gen. mgr., pur. agt.; K. J. MacDonald, vice-pres. and treas.; D. D. McDonald, secy. and wks. mgr.; John J. Murray, sales mgr. **Det. Rep.** — Earl Rose, 15382 Robeson ave., Detroit 27, Mich. **Adv. Agcy.**—Picard Adv. Agency, 250 W. 57th st., New York. Wm. Maruin, acct. exec.

FLINTKOTE CO., 30 Rockefeller Plaza, New York 20, N. Y. Adhesives, anti-squeak compounds, crack sealers, sound deadening felts, spray-on deadeners, underbody coatings, Mastic products, rubber dispersions, rubber cements. I. J. Harvey jr., pres.; P. C. Rowe, exec. vice-pres.; F. H. Neher, vice-pres.; G. K. McKenzie, vice-pres. and secy.; C. W. Gregg, vice-pres. and treas.; J. H. Setinsky, mfg. mgr.; A. J. Healey, asst. to vice-pres.; H. D. McAneny, dir. of adv.; D. L. Holmes, adv. mgr., Industrial Prod. div.; H. R. Zinn, chief engr.; A. J. ZuHone, pur. agt.; F. D. Hallidy, traffic mgr. **Det. Rep.**—V. J. Hardig and C. T. Bloom. **Adv. Agcy.**—Marschalk & Pratt, Inc., 535 Fifth ave., New York 17, N. Y. A. R. Nickel, acct. exec.

FLOWER CITY SPECIALTY CO., 158 Hollenbeck st., Rochester 1, N. Y. Tire chain links and clamps. Harold J. Nagle, pres.; Reginald A. Nagle, vice-pres., treas., pur. agt. **Det. Reps.**—Winkenweder & Ladd, Inc., 1421 S. Michigan ave., Chicago, Ill.

FLUID HEAT AUTOMOTIVE DIV., Anchor Post Products, Inc., 6500 Eastern ave., Baltimore 24 Md. Cargo heaters, coolant heaters. W. F. Brannan, pres.; R. D. Logee, vice-pres.; G. B. Ferris, secy.; C. W. Burton jr., vice-pres. and treas.; J. S. Case, vice-pres. and works mgr.; C. E. Woolien jr., J. J. Albright, asst. sales mgrs.; Thos. F. May, adv. mgr.; D. L. Wooden, chief engr.; C. A. Bishop, pur. agt. F. J. Read, asst. pur. agt.; R. M. Pilson, traffic mgr. **Adv. Agcy.**—Van Sant, Dugdale & Co., Inc., Baltimore 2, Md. C. M. Buchanan, acct. exec.

FLXIBLE CO., N. Water st., Loudonville, O. Buses, trucks, ambulances, funeral cars, special automotive coaches, bus seats. H. H. Young, pres., gen. mgr.; Thos. P. Butler, vice-pres., asst. gen. mgr.; O. P. Paullin, secy., treas.; H. S. Young, vice-pres. in chge. of mfg.; G. F. Crow, vice-pres. in chge. of sales; J. R. Tschantz, X. K. Critchfield, asst. sales mgrs.; W. J. Hilty, adv. mgr., sales prom. mgr.; H. E. Hilty, serv. mgr.; P. H. Dudte, mgr. parts and serv. dept.; R. D. Neiderhiser, chief engr.; R. H. Casner, vice-pres. in chge. procurement; E. G. S. Fulton, asst.; D. Fulmer, traffic mgr.; Walter Roach, vice-pres., mfg. contr. **Det. Rep.**—B. B. Shafer, 17387 Cooley, Detroit 19. **Adv. Agcy.**—Coleman Todd, Inc., Mansfield, O. Mel. Hooker, acct. exec.

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State Sales Taxes: Types and Rates

February 1, 1951

STATE	Type of tax[1]	Use tax	Rates on retail sales: Tangible personal property	Automobiles	Amusement places	Restaurants	Public utilities	Rates on receipts from other specific sources
Alabama	Retail sales	X	2[13]	½[2]	2	2		
Arizona	General sales		2[12]	2	2	1	1[2a]	Slaughtering animals, packing or processing meat, sales of feed to poultrymen or stockmen for own use, ¼%; extracting and processing minerals and timber, printing and publishing, contracting, advertising, 1%; hotels, apartment houses, office buildings, storage, credit and collection agencies, 2%.
Arkansas[3]	Retail sales	X	2	2[7]	2	2	2[4]	Printing and photography, 2%.
California	Retail sales	X	3	3		3		
Colorado	Retail sales	X	2	2		2	2[5]	
Connecticut[6]	Retail sales	X	2	2		2		
Florida	Retail sales	X	3[13]	3	3[7]	3	[8]	Hotels[9].
Illinois	Retail sales		2[10]	2[10]			3[5]	
Indiana	Gross income		⅝	⅝	1¼	⅝	1¼	All other income, 1¼%, except that received from wholesaling, display advertising, and industrial processing, ½%; drycleaning and laundering, ⅝%.
Iowa	Retail sales	X	2	2[11]	2	2	2[4]	
Kansas	Retail sales	X	2	2	2	2	2[4]	
Louisiana	Retail sales	X	2[13]	2		2		Hotels, laundry and dry cleaning, automobile and cold storage, printing and repair services to tangible personal property, 2%.
Maryland	Retail sales	X	2	[13]a		2	2[13]	
Michigan	Retail sales	X	3	3		3	3[13]	
Mississippi	Gross receipts	X	2[14, 15]	2[15]	2[15]a	2	2[16]	Wholesaling, ⅛%; contracting, 1%; extracting, cotton presses, gins and warehouses, hotels, laundry and dry cleaning, meat curing, photographers, storage, termite and pest control service, transfer business and miscellaneous repair services, 2%.
Missouri	Retail sales		2	2	2	2	2[4]	
New Mexico	Gross receipts	X	2[12]	2[15]b	2	2	2	Wholesaling, ⅛%; manufacturing, ¼%; extracting (other than gas, oil, and coal) and processing natural resource products, ½%; oil and gas production, 2⅛% (including the ⅛ regulatory tax); coal in carload lots, ⅛%; contracting 2%; real estate brokers, factors, agents, professional services and miscellaneous busniess, 2%
North Carolina[17]	General sales	X	3	3	3	3		Wholesaling, 1/20%.
North Dakota	Retail sales	X	2	2	2	2	2[4]	
Ohio[18]	Retail sales	X	3[12]	3		3		
Oklahoma	Retail sales	X	2[12]	2[19]	2	2	2[20]	Printing, advertising, (exclusive of newspapers, periodicals and billboards), hotel service, auto storage, 2%.
Rhode Island	Retail sales	X	1	1		1	1[4]	
South Dakota	Retail sales	X	3	3	3	3	3[4]	
Tennessee	Retail sales	X	2[12]	2		2		
Utah	Retail sales	X	2	2	2	2	2[21]	
Washington	Retail sales	X	3[12]	3		3		
	Gross receipts		¼	¼		¼		Wholesaling (except wheat, oats, corn and barley, which are taxed at 1/100%), ¼%; manufacturing (except flour, which is taxed at ⅛%), extracting, printing, publishing, road and bridge construction, ¼%, miscellaneous business and professional services, ½%; operators of games of skill or chance, 20%; games of chance only, 40%.
West Virginia	Retail sales		2[12]	2	2	2		All services except personal and professional services and public utility services, 2%.
	Gross income		½	½	65/100	½	1.3-5.2	Wholesaling, 195/1000%; extracting, 1.3 to 7.8%; manufacturing, 39/100% contracting, 2%; all other businesses not specifically exempted, 1%.
Wyoming	Retail sales	X	2[12]	2	2	2	2	
Dist. of Columbia	Retail sales	X	2	2		2[22]	2[23]	

Source: Treasury Department, Tax Advisory Staff of the Secretary.

[1]Type of Tax: (1) Retail sales—imposed upon sales of tangible personal property at retail or for consumption. In most States applies also to admissions and restaurant and public utility sales.
(2) General sales—applies to wholesaling, extractive industries and manufacturing in addition to sales at retail.
(3) Gross receipts—includes sales of public services and personal and professional services in addition to transactions and receipts under (1) and (2).
(4) Gross income—applies, in addition to all transactions and receipts under (1), (2), and (3), to receipts from nonbusiness activities such as wages and salaries of employees, interest, rents and dividends.

[2]Applies to new automobiles only. [2a] Applies to all public utilities, including transportation of oil and gas by pipeline.
[3]Rates in cities or incorporated towns bordering other States same as that in adjoining State.
[4]Applies to all public utilities except transportation; in Missouri, all except transportation of freight.
[5]Applies to telephone and telegraph services, gas and electricity sales. In Illinois the rate on utilities are imposed under a separate act.
[6]The rate is 1% from April 1, 1948 to June 30, 1949 and 2% from July 1, 1949 to June 30, 1951.
[7]Admissions of 40 cents and under are exempt.
[8]Electric power or energy, communications, gas and water are specifically exempted.
[9]Applies to rental of all types of living quarters where occupancy does not exceed six months.
[10]The 2% rate is applied to 98% of gross receipts.
[11]Sales of new motor vehicles are taxed under the use tax and are exempt from the sales tax while sales of used motor vehicles are taxed under the sales tax.
[12]Tax applies to rentals as well as sales. [12a] Otherwise taxed at 2%.
[13]Applies to gas and electricity only.
[14]The rate on retail sales of pasteurized milk is 1%.
[15]Applies to automobiles and trucks. The rate on farm tractors is 1 percent.
[15]a Applies to billiard parlors and bowling alleys only. Admissions to theaters and other amusement places are subject to a special amusements tax.
[15]b Applies to sales at new or second-hand trucks and tractors. The allowances for trade-ins on the purchase price are deductible in computing the tax.
[16]The rate on industrial sales of gas and electricity is 1%. Transportation of oil and gas by pipeline is taxable.
[17]Maximum tax of $15 on a single article.
[18]Sales of less than 41 cents are exempt from tax.
[19]The sales tax specifically exempts sales of motor vehicles but a special excise tax of 2% is levied upon the transfer of ownership and the use of a vehicle registered in the State and upon the use of a vehicle registered for the first time in the State.
[20]Applies to all public utilities except water and transportation of freight, and transportation of persons where the fare does not exceed 15 cents.
[21]Specifically excluded are street railway fares and intrastate movements of freight and express.
[22]Meals selling for $1.25 or less are exempt.
[23]Transportation and communication services are exempt.

FORD CHAIN BLOCK DIV., American Chain & Cable Co., Inc., York, Pa. Hand-operated and electric hoists, hydraulic presses, floor cranes. W. F. Wheeler, pres.; C. N. Johns (N. Y.), A. P. Hall (N.Y.), W. D. Kirkpatrick (York, Pa.), vice-presidents; A. C. Laske (Bridgeport), secy.; Stanley Mann (Bridgeport, Conn.), treas.; S. J. Woodworth, (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport, Conn.), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn, Chicago 11, Ill., Wallace Meyer, acct. exec.

FORD MOTOR CO., 3000 Schaefer rd., Dearborn, Mich. Automobiles, trucks, parts. Henry Ford II, pres.; E. R. Breech, exec. vice-pres.; J. S. Bugas, vice-pres. ind. rel.; L. D. Crusoe, vice-pres. Ford div.; J. R. Davis, vice-pres. special assignments; I. A. Duffy, vice-pres. purchasing; John Dykstra, vice-pres. aircraft engine, tractor and machine prod. group; Benson Ford, vice-pres. Lincoln-Mercury div.; Wm. T. Gossett, vice-pres. and gen. counsel; D. S. Harder, vice-pres. mfg.; Logan C. Miller, vice-pres. basic prod. group; Ray H. Sullivan, vice-pres. engine and pressed steel group; W. A. Williams, vice-pres. sales and adv.; T. O. Yntema, vice-pres. finance; H. T. Youngren, vice-pres. engng.; L. E. Briggs, treas.; F. A. Thomson, secy.; C. E. Carll, dir. pub. rel.; A. L. Gornick, dir. tax affairs; R. E. Krafve, dir. office of defense prod.; T. R. Reid, dir. office of information on govt. affairs; G. J. Lynch, dir. Washington office, defense mobilization. **MFG. DIVISIONS**—Dearborn General Manufacturing, J. C. Thrasher, gen. mgr.; Steel, J. K. Sutherland, gen. mgr.; Aircraft Engine, M. T. Murray, gen. mgr.; Highland Park, E. F. Wait, gen. mgr.; Canton Forge, Burt Heinrich, gen. mgr.; Automatic Transmission, M. L. Katke, gen. mgr.; Mound Road (Detroit), K. J. Puffer, gen. mgr.; Tractor and Ind. Engine, D. W. Lee, gen. mgr.; Metal Stamping; Engine and Foundry, C. H. Patterson, gen. mgr.; Parts and Equip. Mfg., W. H. Simpson, gen. mgr. **Adv. Agcy.** — Kenyon & Eckhardt, Penobscot Bldg., Detroit, Mich., and J. Walter Thompson Co., Dime Bldg., Detroit.

FORD MOTOR CO., Ford Div. Lewis D. Crusoe, vice-pres. and gen. mgr.; J. O. Wright, asst. to gen. mgr.; M. L. Wiesmyer, gen. mfg. mgr.; L. W. Smead, gen. sales mgr.; E. B. Rickard, controller; Earl G. Ward, mgr. parts and access. operations; A. E. Conn, gen. pur. agt.; M. W. Welty, ind. rel. mgr.; J. D. Ball, mgr. prod. sales and serv.; F. J. McGinnis, mgr. of sales staff serv.; T. J. O'Neil, mgr. new and used-car sales; P. O. Larson, mgr. truck & fleet sales; H. M. Strout, mgr. parts and access. sales; C T. Doman, mgr. serv.; G. C. Eldredge, mgr. adv. and sales prom.; C. E. Bowie, mgr. bus. mgmt.; W. E. Kimbrough, mgr. dist.; J. F. McGuire, acting mgr. admin.; W. C. Scott, mgr. sales training; F. C. Reith, mgr. prod. programming; J. W. Clarke, mgr. pur. rel. **Adv. Agcy.**—J. Walter Thompson Co., Buhl bldg., Detroit, Mich.

FORD MOTOR CO., Ford International, 445 Park ave., New York 22, N. Y. A. J. Wieland, gen. mgr.; W. L. McKee, asst. to gen. mgr.; R. M. Campbell, gen. atty.; W. D. Appel, dir. engrg.; N. A. Bogdan, dir. finance; C. E. Dalton, reg. dir., Europe and Middle East; T. G. Eybye, reg. dir., Latin Amer.; A. C. Moore, dir. mfg.; W. S. Thompson, dir. planning & adm.; J. J. Welker, sp. rep.; export operations: H. E. Jones, mgr.; foreign products branch: H. O. Lund, mgr.; overseas distributors branch: M. R. Dull jr., mgr.

FORD MOTOR CO., Lincoln-Mercury Div. Benson Ford, vice-pres., gen. mgr.; Stanley Ostrander, mgr. operations; Joseph E. Bayne, gen. sales mgr.; A. H. Crowley, asst gen. sales mgr.; H. H. Foster, gen. pur. agt.; N. S. Brown, gen. mfg. mgr.; D. E. Irwin, ind. rel. mgr.; E. D. Longenecker, serv. mgr.; W. A. Keller, used car mgr.; Morgan Collins, div. controller; R. F. G. Copeland, adv. & sales prom. mgr.; E. A. Erickson, parts and acces. mgr.; R. P. Powers, forward prod. production engrg. mgr.; Grover Spilman, quality control mgr. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., Penobscot bldg., Detroit, Mich.

FORMSPRAG CO., 23601 Hoover rd., Van Dyke, Mich. Over-running clutches. Chisholm N. Macdonald, pres. and sales mgr.; Theodore M. Templeton, treas.; Elroy O. Jones, secy.; Leo Szady, resident engr. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Rolfe C. Spinning, acct. exec.

FOSTORIA PRESSED STEEL CORP., 1200 N. Main st., Fostoria, O. Infra-red heating equipment for baking, drying, etc., industrial lighting equipment. R. J. Carter, pres., treas., gen. mgr.; E. L. Bates, vice-pres. & secy.; H. B. Turner, wks. mgr.; E. L. Bates, sales mgr.; R. H. Carter (automotive), R. W. Jeffery (industrial), M. M. Barlitt (lighting), asst. sales mgrs.; P. H. Krupp, adv. mgr.; I. J. Barber, chief engr.; R. L. Hill, pur. agt.; W. F. Hartsel, bus-mgt. dir. **Detroit Sales Office**—Canfield st., Detroit. **Adv. Agcy.** (Automotive)—Beeson Faller & Reichert, Toledo, O. Mr. Gross, acct. exec.

FOUR WHEEL DRIVE AUTO CO., Clintonville, Wis., Four-wheel-drive trucks, winches, derricks, trailers (utility), utility small tools and accessories, earth boring units, line construction and maintenance units. W. A. Olen, pres.; S. H. Sanford, secy.; James A. Driessen, treas.; R. A. Olen, gen. mgr.; M. O. Stockland, dir. of sales.; H. G. Engel, off. sales mgr.; S. F. Wick, sales prom. mgr.; A. J. Danley, adv. mgr.; J. G. Thompson, serv. mgr.; R. W. Hulseh, parts and acct. mgr.; D. B. Olen, dir. of engrg.; Lloyd Pinkowski, pur. agt. **Det. Rep.**—Earle Equipment Co., 6331-6351 Tireman ave., Detroit 4, Mich. **Adv. Agcy.**—Klau-Van-Pietersom - Dunlap Assoc., Milwaukee, Wis. Burton E. Hotvedt, acct. exec.

FOX PRODUCTS CO., 4720 N. 18th st., Philadelphia 41, Pa. Battery chargers, tripod, automatic watering trough valve, other metal specialties. C. A. Godshalk, pres.; E. C. Reichard, vice-pres.; T. P. Townsend, secy. and treas.; D. W. Ogilvie, sales mgr.; L. A. Medlar, design engr.; Manuel Katz, serv. mgr.; J. B. Godshalk, vice-pres., engr.; J. G. Blumenthal, pur. agt. **Adv. Agcy.**—The Buckley Organization, Philadelphia, Pa.

FRAM CORP., Providence 16, R. I. Oil, air, fuel and water filters and replacement cartridges. Steven B. Wilson, pres.; T. H. Belling, exec. vice-pres.; T. Edward Aldham, vice-pres. and secy.; James E. Bigwood, treas.; A. F. Pettet, gen. mgr.; Bruce Miller, gen. pur. agt.; Howard E. Robinson, gen. sales mgr. Milton M. Somers, sales mgr. (jobber div.); Harry K. Nagel, sales mgr. (export div.); Lester F. Barnes, adv. mgr.; W. S. James, vice-pres. in chge. of engrg.; William Arnold, traffic mgr. **Mfrs. Sales Div.**—Fram Corp., Dexter 2, Mich.; Ralph Card, vice-pres.; R. G. Hogan, sales mgr. **Adv. Agcy.**—Van Sant, Dugdale & Co., Inc., Baltimore, Md. C. M. Buchanan, acct. exec.

FRASER PRODUCTS CO., 501 W. Chisholm st., Alpena, Mich. Seat covers, floor coverings, rear compartment mats. L. H. Diehl, pres., gen. mgr.; J. L. Barrett, W. E. Ritter, L. H. Diehl jr., vice-presidents; E. W. Diehl, secy.-treas.; H. F. Doolittle, works mgr.; R. A. Blanchard, sales and adv. mgr.; C. H. Strauss, pur. agt.; L. C. Markhoff, bus. mgt. dir. **Adv. Agcy.**—Castle-Werner, Inc., Detroit, Mich. Richard Werner, acct. exec.

FREEDOM-VALVOLINE OIL CO., 6th st. and 3rd ave., Freedom, Pa. Automotive and industrial oils and greases, rust removers, rust preventives. Earle M. Craig, pres.; Paul G. Blazer, chmn. of bd.; J. Howard Marshall, vice-chmn. bd.; C. L. Archer, secy.-treas., vice-pres.; W. E. Chellgren, controller; J. W. Jewell, asst. treas.; H. I. Johnston, vice-pres., sales; H. J. Dunmire, sales mgr.; W. R. Sphar., adv. mgr.; R. B. McKee, vice-pres., dir. of purch.; E. A. Parker, traffic mgr. **Adv. Agcy.**—Fitzgerald Adv. Agency, New Orleans, La. Joseph H. Epstein, acct. exec.

(Continued on Page 174)

1 more new passenger car advertising than in any other New York newspaper... 711,311 lines in 1950

2 more of *all* automotive advertising than in any other New York newspaper... 1,016,259 lines in 1950

3 more advertising (period!) than in any other New York newspaper... 39,574,371 lines in 1950

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Who's Who in Auto Industry

(Continued from Page 172)

FREEMAN & FREEMAN, INC., 600 Grant st., Denver 3, Colo. Porcelainize. Edwin M. Freeman, pres.; Walter M. Appel, vice-pres.; Mildred A. Freeman, secy.-treas.; William A. Freeman, gen. mgr.; A. E. Bugenhagen, wks. mgr.; **Adv. Agcy.**—George S. Minot, Adv., Alameda, Calif.

FREMONT RUBBER CO., 300 McPherson hwy., Fremont, O. Rubber tile, vinyl plastic cove base, rubber tile adhesive, foam rubber, plastics, sponge rubber rug cushion. R. P. Johnson, pres., gen. mgr.; Eldon Frazier, vice-pres.; Art Dittman, secy.-treas.; W. C. Gilbertson, sales mgr.; C. A. Maher, asst. sales mgr.; Joseph Drusback, pur. agt. **Adv. Agcy.**—Beeson-Faller-Reichert, Inc., Toledo, O. A. E. Gross, acct. exec.

FRICK-GALLAGHER MFG. CO., Wellston, O. Sales office: 250 S. Broad st., Philadelphia 2, Pa. Steel shelving, parts bins, rotating bins, rotating nail bins, rotating drill rod racks, rotating tube racks, warehouse tables, pallet racks. Jos. P. Gallagher, pres.; Harold J. Geitz, vice-pres., gen. mgr.; Paul H. Frick, secy-treas., adv. and sales mgr.; W. S. Phillips, wks. mgr.; E. L. Forstner, asst. sales, adv. mgr.; E. H. Mount chief engr.; Jos. Carey, pur. agt. **Det. Rep.**—Vern Willard, 6432 Cass ave. **Adv. Agcy.**—John P. Eldridge, 1015 Packard bldg., Philadelphia 2, Pa. John P. Eldridge, acct. exec.

FRUEHAUF TRAILER CO., 10940 Harper ave., Detroit 32, Mich. Truck trailers, truck bodies, truck tanks. Roy A. Fruehauf, pres.; L. C. Allman, vice-pres.; Roy W. Jacobs, secy.; E. G. Gove, treas.; C. L. Schneider, vice-pres. and sales mgr.; N. A. Rowe, adv. sales prom. mgr.; F. J. Marschall, serv. mgr.; F. M. Reid, chief engr.; R. L. Warren, pur. agt.; E. C. Richter, asst.; A. L. Rich traffic mgr. **Det Rep.**—D. B. Walter, W. Fort and Swain. **Adv. Agcy.**—Zimmer-Keller, Inc., Detroit. R. E. Keller, acct. exec.

FULLER MFG. CO., Prouty st., Kalamazoo 13F, Mich. Truck transmissions. J. Seton Gray, chmn. of bd.; E. L. Ludvigsen, pres.; Harold E. Brey, exec. vice-pres.; W. E. Niness, vice-pres., sales; T. Backus, vice-pres., engrg.; E. A. Pullan, secy. and treas.; M. F. Payne, wks. mgr.; J. A. Packard, sales mgr. (original equip.); L. C. Butler, sales mgr. (serv.); B. S. Tooker, serv. mgr.; F. H. Havens, transmission engr.; R. B. World, pur. agt.; J. L. McDonald, asst. pur. agt. **Adv. Agcy.**—Spencer Curtiss, Inc., Indianapolis, Ind.

FULLER TOOL CO., 3950 W. Eleven Mile rd., Berkley, Mich. Special cutting tools of high-speed steel and tungsten carbide. Walter Fuller, pres.; Wm. Fuller, vice-pres.; Edward Fuller, secy. and sales mgr.; Ernest Fuller, treas.; Minnie Tenaglio, pur. agt. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. F. M. Wardle, acct. exec.

FULTON CO., THE, 1912 So. 82nd st., Milwaukee 14, Wis. Sun shields, side shields, trailer couplings and hitches, bumper clamps, accelerator pedals, steer-nobs, fans, defrosters, jet aerial boosters, trailer tongue stands, mirror glare-shields, traffic light finders. S. A. Fulton, pres., treas., gen. mgr.; A. L. Fulton, vice-pres., adv. mgr., asst. sales mgr.; L. M. Fidler secy.; B. Weber, works mgr.; E. L. Worcester, sales mgr.; D. E. Thorpe, asst. adv. mgr.; Howard Riemann, chief engr.; J. N. Johnson, pur. agt. **Adv. Agcy.**—Bert S. Gittins Adv. Agcy., Milwaukee, Wis.

FULTON SYLPHON DIV., Robertshaw-Fulton Controls Co., 2400 Cumberland ave., Knoxville 4, Tenn. Bellows, bellows devices, seals, automotive thermostats. John Robertshaw, pres.; J. V. Giesler, vice-pres.; J. R. Holcombe, asst. secy.; R. A. Sterling, asst. treas.; L. L. Davies, factory mgr.; S. W. Steele, gen. op. mgr.; F. G. Cross, vice-pres., sales; F. E. Haun asst. sales mgr.; E. D. Rogers, adv. mgr.; C. W. Lewis, parts and acc. mgr.; L. M. Puster, chief engr.; Raphael Semmes, pur. agt.; F. W. Coker, asst. pur. agt.; J. R. Ruggles, pub. rel. mgr. **Det. Rep.**—G. L. Ogdin jr., 2680 W. Grand blvd., Detroit. **Adv. Agcy.**—Griswold-Eshleman Co., Cleveland, O.

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GMC TRUCK & COACH DIV., 660 South blvd., Pontiac 11, Mich. Light, medium and heavy trucks (gas and Diesel). Intercity and parlor coaches (gas and Diesel). Parts for above. R. M. Kyes, gen. mgr.; J. E. Johnson, gen. sales mgr.; (trucks); H. E. Listman, gen. sales mgr. (coaches); R. C. Woodhouse, asst. gen. sales mgr. (trucks); E. P. Crenshaw, asst. gen. sales mgr. (coaches); H. T. DeHart, adv. mgr. (trucks); J. T. Feehan, adv. mgr. (coaches); W. L. Vande-Water, truck mdsg. mgr.; V. W. Canever, sales prom. mgr.; A. A. Shantz, parts sales and serv. mgr.; C. J. Bock, chief engr.; J. P. McManus, pur. agt. R. M. Benson, asst. pur. agt. **Adv. Agcy.**—Kudner Agency, Inc., International bldg., Rockefeller Center, New York, N. Y.

G. M. CO. MANUFACTURING, INC., 1308 43rd ave., Long Island City 1, N. Y. Tire and compression gauges, valve cores and caps, tire valve tools, radiator fill faucets, paint sprayers, rear view and truck mirrors, tire pumps, valve grinders, drills, saws, wrench sets, arbors, chucks, attachments; hobby bench grinders, hobby hammers, hobby hand drills, hobby pliers, hobby vise, 3-in-1 screw drivers, plumb bob, 4-in-1 screw drivers, 6-in-1 utility hammer, ball pein; 6-in-1 utility hammer, claw; chisel sets, wood carving sets; faucets, water for garden hose, square and protractor. Geo. S. Iskyan, pres., treas., gen. mgr.; R. W. Russell, vice-pres., wks. and adv. mgr.; Leo G. Wolfensohn, vice-pres. and sales mgr.

GABRIEL CO., 1523 E. 45th St., Cleveland 3, O. Direct acting shock absorbers. John H. Briggs, pres.; L. W. Klein, exec. vice-pres. and sales mgr.; C. R. Wefler, secy. and treas.; E. L. Beecher, vice-pres., engrg.; I. J. Samuelson, works mgr.; Walter Norris, chief engr.; Howard Guerin, pur. agt. **Det. Rep.**—E. A. Bachle, 2205 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Hubbell Adv. Agency, 1220 Huron rd., Cleveland, O.

GAGNIER FIBRE-PRODUCTS CO., 7717 Lyndon ave., Detroit 21, Mich. Fasteners for attaching trim and insulator panels, mouldings, etc., to metal structure. George E. Gagnier, pres.; F. T. Gagnier, vice pres.; N. M. McCubbin, secy., treas.; R. E. Scott, engr.

GALE HALL ENGINEERING, 236 Huntington ave., Boston 15, Mass. gas gauge compression testers, fuel pump, engine and cooling system testers, vacuum gauges. A. J. White, pres., treas.; P. E. Whitehead, vice-pres., adv. mgr.; R. Zokas, sales mgr. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass. "Mal" Choate, acct. exec.

GALION ALLSTEEL BODY CO., 605 Market st., Galion, O. Hydraulic hoists and dump bodies from the smallest to the largest, Hi-Lift coal bodies, garbage and refuse bodies and so forth. C. H. Henkel, pres.; O. C. Henkel, exec. vice-pres. & treas.; N. J. Schnelker, vice-pres., new prod. and improvements; W. C. Mason, secy.; V. K. Gaston, dir. of sales; Ralph Stevens, sales mgr.; L. F. Hansen, chief engr.; Norwood Keller, dir. of pur.; C. I. Howman, traffic mgr. **Adv. Agcy.**—Harold W. Jackson Advertising Agency, 3096 West Grand blvd., Detroit 2, Mich.

GANTNER INDUSTRIES, INC., 5726 Dempster st., Morton Grove, Ill. Metal and plastic Kleenex tissue dispensers, auto Kleen-site for windows and windshields. Edward G. Gantner sr., pres., treas.; Robert J. Gantner, Edward G. Gantner jr., vice-presidents; H. R. White, secy.; A. Klobucar, asst. secy., pur. agt.; John A. Stoeller, asst. treas. and sales mgr. **Det. Rep.**—Abe M. Levine, 20095 Votrobeck court, Detroit 19, Mich. **Adv. Agcy.**—Ross Roy, Inc., 2751 E. Jefferson, Detroit, Mich. J. F. Bernard, acct. exec.

GAR WOOD INDUSTRIES, INC., Wayne Div., Wayne, Mich. Hydraulic hoists, dump bodies, "Load-Packer" garbage bodies, truck winches, pole derricks, truck cranes. E. F. Fisher, pres.; E. B. Hill (sales), W. C. Robertson (export), George Schaeffer (engr), vice-presidents; W. S. Blakeslee, Wayne Div sales mgr.; R. F. Whitworth, sales mgr. nat'l accts.; M. W. Kleckner, secy.; E. H. Gevman, controller; H. F. McClure, asst. Wayne Div. sales mgr.; T. D. Heap, adv. mgr., Wayne Div.; Angus O'Brien, Wayne Div. mgr.; L. J. Krantz, Wayne Div. serv. mgr.; Thomas Akmon, traffic mgr.; W. G. Tuttle, dir. ind. rel.; R. J. Nymberg, spec. rep. **Det. Rep.**—H. E. Tremper, branch mgr., 11934 Russell st., Detroit.

GARDNER DISPLAYS CO., 477 Melwood st., Pittsburgh 13, Pa. Exhibits, animated models, training aids, point of sale displays. M. C. Stetter, chmn. of bd.; G. C. Stetter, pres.; Geo. M. Rowland jr., vice-pres., sales mgr.; J. M. Crookston, secy.-treas.; Emil Egerter, plant supt.; John T. Zezinka, pur. agt.; **Det. Rep.**—Gardner Displays Co., Frank T. Noftz, 810 Book Tower bldg., Detroit 26. **Adv. Agcy.**—W. Craig Chambers, Inc., Pittsburgh 19, Pa. James F. Devine, acct. exec.

GATES RUBBER CO., THE, 999 S. Broadway, Denver 17, Colo. Fan belts, radiator and heater hose for cars and trucks, car mats, truck belts and truck brake hose. C. C. Gates, pres.; John Gates, vice-pres.; E. J. Tesdell, gen. sales mgr.; D. D. Minshall (automotive div.), L. L. Carroll (ind. div.), sales mgrs.; Ralph Hackman, adv. mgr.; E. L. Shelton, pur. agt.; W. H. Button, traffic mgr.

GEAR GRINDING MACHINE CO., 3901 Christopher, Detroit 11, Mich. Universal joints (constant velocity); geargrind machines for grinding, gears, splines, rods, serrations, etc. Chisholm N. Macdonald, pres.; A. D. Macpherson, exec. vice-pres.; Mary M. Scheimer, secy. and treas.; D. D. Felske, vice-pres. sales; Ivor Gruenberg, vice-pres. engrg; R. J. Welke, pur. agt. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Rolfe C. Spinning, acct. exec.

GEHRINGER & FORSYTH, 16151 James Couzens hwy., Detroit 4, Mich. Alloy castings, wire mesh conveyor belts, fabrications, automotive upholstery fabrics, upholstery buttons, automotive plastic trim. Ray E. Forsyth, pres.; Charles L. Gehringer, vice-pres.; Earl R. Forsyth, treas.

GEM MFG. CO., 2535 S. State st., Chicago 16, Ill. Automobile hood ornaments, bicycle ornaments, auto accessories, automobile grille ornaments. Sam Menashe, pres.; Lillian Menashe, secy.-treas.; Sol Katz, sales mgr.

GEMMER MFG. CO., 6400 Mt. Elliott ave., Detroit 11, Mich. Steering gears. Frederick M. Hammond, pres., gen. mgr.; Frank E. Phillips, vice-pres. in chge. of sales; Chas. F. Hammond jr., vice-pres. in chge. of engrg.; Edward P. Hammond jr., secy.; William J. Riley, treas.; Richard Flury, factory mgr.; George Bissett, serv. mgr.; Frank I. Webster, pur. agt.; Robert Berry, asst. **Adv. Agcy.**—Witte & Burden, Detroit Mich.

GENERAL ARMATURE & MANUFACTURING CO., Lock Haven, Pa., and Mill Hall, Pa. Armatures, generators, starters, roll holders, field coils, fractional horsepower motors and electric rotating motors designed for special application. N. T. Rockel, exec. vice-pres. & gen. mgr.; A. C. Potratz, vice-pres. in chge. of mfg. and treas.; W. Skamarak, secy., wks. mgr.; K. G. Phillips, asst. secy., treas. and compt.; R. G. Roney, sales mgr.; T. Ramsey, chief engr.; C. H. Schwartz, credit and collection mgr. **Adv. Agcy.**—Cahn-Miller, Inc., 413 North Charles, Baltimore 1, Md.

GENERAL ELECTRIC CO., Nela Park, Cleveland 12, O. All-glass sealed beam headlamps (clear and amber lens), utility lamps, spotlights, truck, miniature signal and utility lamps. F. F. Harroff, vice-pres.; W. H. Robinson jr., adv. mgr.; R. P. Burrows, asst.; F. P. Nemec, pur. agt. **Mgr. Mich. Sales Dist.**—Earl A. Anderson. **Motor City Sales Dist.**—J. W. Fleischer. **Adv. Agcy.**—B. B. D. & O., Inc., Cleveland, O. George Cozzens, acct. exec.

GENERAL MOTORS CORP., 1775 Broadway, New York 19, N. Y.; General Motors bldg., Detroit 2, Mich. Automobiles, trucks, diesel locomotives, diesel marine engines, aviation motors, electric refrigerators, electric motors and products pertaining thereto. Alfred P. Sloan jr., chmn.; Charles E. Wilson, pres.; Albert Bradley, Harlow H. Curtice, Ronald K. Evans, Louis Goad, exec. vice-presidents; Don E. Ahrens, Harry W. Anderson, W. F. Armstrong, Charles A. Chayne, George W. Codrington, Harry B. Coen, James M. Crawford, John J. Cronin, Hugh Dean, B. A. Dollens, Frederick G. Donner, Harley J. Earl, Paul Garrett, Edward R. Godfrey, John F. Gordon, Harold L. Hamilton, Henry M. Hogan, Elis S. Hoglund, William F. Hufstader, Carl H. Kindl, Harry J. Klingler, Roger M. Kyes, Arnold Lenz, Charles L. McCuen, Edward B. Newill, Wilber H. Norton, Cyrus R. Osborn, Edward Riley, Mason M. Roberts, Sherrod E. Skinner, Clarance Stanley, Ivan L. Wiles, Jack F. Wolfram, vice-presidents; Meyer L. Prentis, treas.; Ralph C. Mark, compt.; George A. Brooks, secy.

GENERAL MOTORS ACCEPTANCE CORP., 1775 Broadway, New York 19, N. Y. Sales financing. John J. Schumann jr., pres.; August Freise, Charles P. Fiske, Wade H. Leach, James D. Deane, G. Ardee Ames, William H. Baldwin, James A. Callan, vice-presidents; James J. Hanley, treas.; William D. Rhew, secy. **Adv. Agcy.**—Campbell-Ewald, New York, N. Y. Lynn B. Dudley, acct. exec.

GENERAL PETROLEUM CORP., P. O. Box 2122, Terminal Annex, Los Angeles 54, Calif. Gasolines, lubricating oils and greases. R. L. Minckler, pres.; C. S. Beesemyer, P. S. Magruder, exec. vice-presidents; G. L. Adams, vice-pres., mgr. of mfg.; J. M. Jessen, secy.; W. Cunningham, treas.; C. H. Wartman, gen. mgr. mktg. dept.; L. M. Butterworth (gasolines), C. W. Christian (lubricants), sales mgrs.; F. C. Meunier, adv. mgr., sales prom.; P. J. Whiteley, pur. agt.; James Ross, asst. pur. agt.; S. A. Ironside, traffic. mgr.; W. B. Curtis, pub. rel. mgr. **Adv. Agcy.**—West-Marquis, Inc., 1220 Wilshire blvd., Los Angeles 17, Calif. Ted Stromberger, Jack West, acct. execs.

GENERAL STEEL PRODUCTS CORPS., 31-33 Avery ave., Flushing, N. Y. Steel hooks, shelving, automotive parts bins and storage and wardrobe cabinets. Thomas F. Kearns, pres.; Wm. M. Hamilton, vice-pres.; John F. Mahoney, secy.; Gerard F. Kehoe, treas.; Sidney M. Bleecker, gen. mgr.; Henry Maurus, wks. mgr.; S. M. Bleecker, sales mgr.; Wm. Bouwmeester, chief engr.; John J. Conway, pur. agt.; Victor Martinelli, traffic mgr.

GENERAL TIRE & RUBBER CO., 1708 Englewood ave. at Holmes st., Akron 9, O. Automobile, truck, farm, airplane, industrial tires and tubes; jet assisted take-off units; tire fabric; tools and machines; missile rockets; mechanical goods. W. O'Neil, pres., gen. mgr.; C. J. Jahant, W. E. Fouse, S. S. Poor, T. F. O'Neil, C. F. O'Neil, vice-presidents; Hayes R. Jenkin, secy.; T. S. Clark, treas.; A. W. Phillips, mgr. of mfg.; L. A. McQueen, vice-pres. in chge. of sales; J. E. Powers, mgr. of auto tire sales; K. A. Dalsky, mgr. of truck tire sales; R. H. Harrington, adv. mgr.; S. M. Cramer, asst. adv. mgr.; Dean Lampman, sales prom. mgr.; J. A. Beckett, serv. mgr.; A. R. Carr, parts and acc. mgr.; Robert Iredell, chief engr.; R. M. Graham, pur. agt.; D. A. Kepler, asst. pur. agt.; J. J. Goldie, mgr. distr.; Richard Bailey, traffic mgr. E. B. Butler, pub. rel. mgr. **Det. Rep.**—W. J. Shea, branch sales mgr.; J. J. Mulcahy, gov't sales.; Ford McGibbeny, mtg. sales.; 5919 Cass ave., Detroit, Mich. **Adv. Agcy.**—D'Arcy Adv. Co., Cleveland, O. S. P. Seward, acct. exec.

GEOMETRIC TOOL CO. DIV., Greenfield Tap & Die Corp., Blake and Valley sts., New Haven 15, Conn. Die heads and taps, chasers for geometric die heads and taps, chaser grinding fixtures. H. L. Bill, vice-pres., gen. mgr.; F. O. Mavis, comptroller; G. A. Denison, sales mgr.; D. P. Robinson, pur. agt. **Det. Office**—2870 E. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Channing L. Bete Co., Inc., Greenfield, Mass. Richard R. Bruce, vice-pres., acct. exec.

GERSTENSLAGER CO., E. Bowman st., Wooster, O. Automotive stampings, customer built bodies (trucks). E. P. Martin, pres. and gen. mgr.; R. K. Shooiroy, vice-pres.; E. M. Martin, secy. and treas.; W. D. Johns, sales mgr.; E. K. Emerson, adv. mgr.; H. F. Stull, pur. agt.; E. M. Gordon, chief engr.; F. Eaton, traffic mgr.

GIBSON MFG. CORP., E. Ninth ave., Longmont, Colo. Tractor and material-handling equipment. H. A. Gibson, pres.; Wilber F. Gibson, vice-pres.; F. A. Gibson, secy.-treas.; Jay E. Sullivan, gen. mgr.; E. M. Getzoff, chief engr.; W. L. Cash, pur. agt.; E. Dwyer, traffic mgr.; R. L. Hansen, pub. rel. mgr. **Adv. Agcy.**—Axelson Advertising Agency, Denver, Colo.

GILBERT & BARKER MFG. CO., Cold Spring ave., West Springfield, Mass. Automotive lubrication equipment (hand and air operated), air compressors, hydraulic lifts, gasoline pumps, oil burners, oil heating equipment. P. H. Bills, pres.; T. C. O'Donnell, exec. vice-pres.; I. C. Jacobs, vice-pres. and sales mgr.; E. A. Sundburg, treas.; W. S. Hendry, secy. and asst. treas.; A. MacDonnell, asst. to sales mgr.; Lawrence Marchese, sales mgr., service station equipment; R. B. White, adv. mgr.; H. O. Grimmelsen, wks. mgr.; H. D. Foss, pur. agt.; W. H. Albro, asst.; R. E. Snider, traffic mgr. **Det. Rep.**—D. F. Gray, 11220 Ashbury st., Cleveland, O. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y. R. W. Van Horne, acct. exec.

GILMER CO., L. H., Div. of United States Rubber Co., Tacony, Philadelphia 35, Pa. Fan belts, "Timing" belts, v-belts, flat belts. J. R. Tomlin, wks. mgr.; H. B. Allison, sales mgr.; E. F. Wood, asst. sales mgr.; H. W. Welhenmayer, adv. mgr.; R. Y. Case, chief engr.; M. J. Cunnane, pur. agt. **Det. Rep.**—P. H. Eckert, 6432 Cass ave. **Adv. Agcy.**—Geare-Marston, Inc., 21 S. 12th st., Philadelphia, Pa. J. E. Rooney, acct. exec.

GITS MOLDING CORP., 4600 W. Huron st., Chicago 44, Ill. Flashlights, pocket knives, razor knives, switch plates, Protecto-O-Shields, Miro-Lip, historical banks, key containers, chess sets, measuring spoons, letter openers, thimbles, stir sticks and cocktail pics, coasters, hotel key tags, film developing tanks, fog fighters, crystal seal horn buttons, poker chips, toothpick dispensers, luminous house numbers. J. P. Gits, pres. and gen. mgr.; J. A. Gits, vice-pres. and treas.; C. N. Cahill, sales and adv. mgr. J. A. Gits jr., pur. agt. **Adv. Agcy.**—Merchandising Advertisers, Chicago, Ill.

GLASS LABORATORIES, INC., 407 Douglass st., Brooklyn 17, N. Y. Magnetic auto utility trays, automobile mirrors. Abraham Shanok, pres.; Jesse P. Shanok, vice-pres.; Victor Shanok, secy.-treas.; Harry J. Freeman, works mgr. **Adv. Agcy.**—Furman Co., New York, N. Y.

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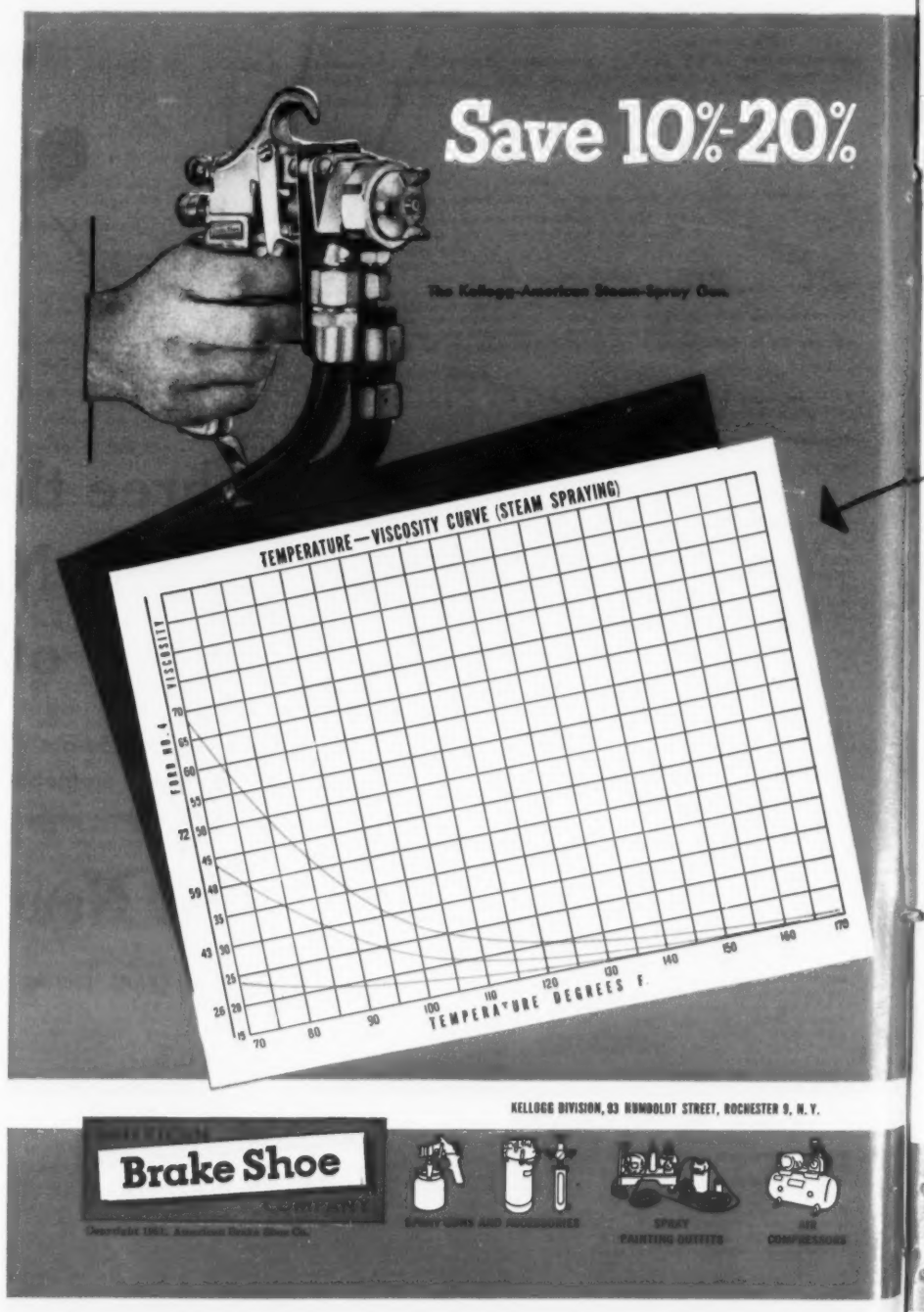
The Saturday Evening POST carries more automotive advertising to more people than any other magazine



Who's Who in Auto Industry

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GLOBE HOIST CO., 1000 E. Mermaid Lane, Philadelphia 18, Pa.; also, E. First and Court ave., Des Moines 6, Ia. Hydraulic and geared electric auto, bus and truck hoists; industrial, production and loading dock lifts and ramp levelers, hydraulic elevators. F. W. Swanson jr., chmn. of the bd.; F. W. Swanson, vice-pres. and chmn. of finance comm.; F. L. Bredimus, exec. vice-pres. and treas.; C. W. Brayton, secy. and dir. of purchases; Argus Leidy, vice-pres. in chge. of export sales and adv.; O. L. Dykstra, asst. treas.; Ralph R. Jones, asst. secy.; George Frey, vice-pres. in chge. of bus and truck div.; B. M. Long, eastern sales supervisor; Fred Werner, chief engr.; George Estel, plant mgr.; Des Moines; John Hayes, plant supt., Philadelphia; F. T. Wilkinson, pur. agt. **Det. Rep.**—M. T. Obee, 1412 Stadium blvd., Ann Arbor, Mich. **Adv. Agcy.**—Aitken-Keynette Co., Philadelphia, Pa. Marty Goldman and Jack Worth, acct. execs.

GOODALL FABRICS, INC., 525 Madison ave., New York 22, N. Y. Elmer L. Ward, pres., treas.; Paul E. Carr, exec. vice-pres., gen. mgr.; G. Art Brown, sales mgr. (automotive div.); Albert L. Morse, vice-pres., adv. dir. Det. Rep.—G. Art Brown, 1703 Fisher Bldg., Detroit, Mich. Adv. Agcy.—Ruthrauff & Ryan, 405 Lexington ave., New York City. Kenneth D. Stewart, acct. exec.

GOODRICH CO., B. F., 500 S. Main st., Akron, O. Tires, tubes, aviation and automotive products, plastics, chemicals. American-made rubbers, industrial products, sundries, accessories, footwear. John L. Collyer, pres.; James J. Newman, vice-pres.; G. E. Brunner, gen. mgr., Automotive, Aviation and Government div.; M. W. Martin, sales prom. mgr.; Detroit sales mgr.; G. J. Stritch, Chicago sales mgr., J. T. Callahan; Milwaukee sales mgr.; J. F. Rend; Cleveland sales mgr.; J. D. Roarty, New York sales mgr., J. A. Reed.

GOODYEAR TIRE & RUBBER CO., INC., 1144 E. Market st., Akron 16, O. Tires, tubes, mechanical goods, aviation products, Pliofilm, airfoam, rubber flooring, rims, shoe products. P. W. Litchfield, chmn. of bd.; E. J. Thomas, pres.; J. M. Linforth, vice-pres.; R. S. Burnham, mgr. Manufacturers Sales Dept., Akron, O. **Det. Reps.**—F. W. Telford, P. K. Coe, J. A. Lawrence, L. B. Billings, W. J. Lee, J. A. Lucas, John Stair, J. C. Wright jr., R. H. Horner, G. I. McBain and J. C. Melby.

GORDON & CO., INC., B., 141 W. 17th st., New York 11, N. Y. Saran plastic fabrics. B. Gordon, pres.; Murray Gaines, gen. mgr. and works mgr.; Robert Silvers, sales mgr.

GRAMM TRAILER CORP., Delphos, O. Truck trailers, truck bodies, bulk cement carriers, chemical transport trailers. C. V. Wolfe, pres.; Dan S. Ellis, exec. vice-pres.; H. C. Wolfe, treas.; R. K. Morgan, spec. transport; Howard Ream, secy.; Gilbert P. Miller, project engr.; R. H. Hilken, prod. engr.; V. D. Buchanan, pur. agt. **Adv. Agcy.** — Jay Maish Co., Marion, O.

GRANITIZE PRODUCTS CO., 4433 Firestone blvd., South Gate, Calif. Automotive and household polishes and chemicals. H. L. Groves, pres. and secy.; G. W. Bort, works mgr.; E. J. Ketchum, sales mgr.

GRAPHO PRODUCTS, INC., Box 300, Lawrence, Ind. Automotive water pumps, pump parts, packing, starting cranks. D. I. Smith, pres., gen. mgr.; R. W. Smith, vice-pres., treas.; C. A. Wohlberg, secy.; V. W. Garrison, pur. agt.

GRAY COMPANY, INC., 60 Eleventh ave. N. E., Minneapolis 13, Minn. Lubricating equipment, service equipment, brake bleeders, work benches, oil dispensing equipment, motor oil pumps, paint and mastic pumps and spray equipment, etc. L. L. Gray, pres., treas. and gen. mgr.; H. A. Murphy, vice-pres. and chief engr.; R. J. Gray, secy.; T. N. Bergquist, asst. treas.; R. V. Gray, works mgr.; A. F. Haberl, gen. sales mgr.; A. I. Schweppe and E. L. Niederloh, sales mgrs.; S. A. Fletcher, adv. and sales prom. mgr.; L. D. Harness, serv. mgr.; W. F. Bloedow, pur. agt. **Det. Rep.**—Norman J. Levey, 2699 W. Grand blvd., Detroit 8. **Adv. Agcy.** — Alfred Colle Co., Minneapolis, Minn.

GRAYMILLS CORP., 2000 Ridge ave., Evanston, Ill. Parts cleaning machines, cold cleaning solvents, wet-cutting conversion units for hones, oil changers. Raymond Hollis, pres.; Earl Scheibe jr., vice-pres. and works mgr.; E. Roels, pur. agt. Adv. Agcy.—Huwen Co., Chicago, Ill.

GREAT LAKES STEEL CORP., div. of National Steel Corp., Tecumseh rd., Ecorse, Detroit 18, Mich. Hot and cold rolled sheets and strip, carbon and alloy bars, N-A-X high tensile steels. G. R. Fink, pres.; E. L. Wetstein, vice-pres. in chge. of sales.

GREENE MFG. CO., 1028 Douglas ave., Racine, Wis. Automotive grilles, stampings, mouldings. J. M. Hamilton, pres.; R. L. Hamilton, vice-pres.; G. T. McNamara, secy.; G. E. Shoup, treas.; Russ Gallagher, works mgr.; Jerry Harms, sales mgr.; Ewald Rocks, chief engr.; Gerald T. McNamara, pur. agt.

GREENERD ARBOR PRESS CO., 41 Crown st., Nashua, N. H. Arbor presses. Warren L. Martin, pres., treas., gen. and sales mgr., pur. agt.; A. Stanley North, E. Douglas Baker, vice-presidents; Hazel B. Martin, secy.; Supt. P. A. LaFlamme, works mgr. A. E. Chandler, chief engr. **Det. Rep.**—Chas. A. Strelinger Co., 149 E. Larned st., Detroit 26, Mich.

GREENFIELD CO., 4417-19 W. Rice st., Chicago 51, Ill. Automotive specialties and sun visors. Alec Greenfield, pres.; Martin D. Greenfield, vice-pres.; Seymour Schmidt, works mgr.; Richard K. Merar, sales mgr. Det. Rep.—Mark L. Berman, 2722 Webb ave. Adv. Agcy.—Allan Siegel, 608 S. Dearborn st., Chicago, Ill.

GREENLEE BROS. & CO., 2136 Twelfth st., Rockford, Ill. Multiple-spindle screw machines, transfer-type processing machines, special metal-working machinery, woodworking machinery, hollow chisels, bits, machine bits. A. H. Eggers, pres., gen and works mgr.; L. H. Geddes, vice-pres.; C. G. Wood, secy.; W. B. Greenlee, chmn. of bd. and treas.; A. H. Eggers (special mach.), Ed. Kelly (screw mach.), J. A. Lengquist (woodworking mach.), sales mgrs.; R. E. Brightup, adv. mgr.; J. H. Mansfield, chief engr.; F. M. Keig, pur. agt.; J. M. Stewart, asst.; Harry Pratt, traffic mgr. **Det. Rep.**—J. M. Macrae, Greenlee Bros. & Co., 2842 W. Grand blvd., Detroit 2. **Adv. Agcies.**—Woodworking Machy. and Tools: Howard H. Monk & Assoc., Rockford, Ill. (L. I. Mayes, acct. exec.); Machine-Tool: Cummings, Brand & McPherson, Rockford, Ill. (A. B. Brand, acct. exec.).

GREY-ROCK DIV. of Raybestos-Manhattan, Inc., Manheim, Pa. Brake lining, cutch facings, fan belts, automotive hose, automotive packings O. H. Cilley, G. R. Webber, vice-presidents; G. R. Weber, gen. mgr.; B. W. Luttenberger, works mgr.; J. A. Wheatley jr., sales mgr.; S. R. Robinson, adv. mgr.; C. W. Sachs, sales prom. mgr.; F. R. Bitzer, pur. agt.; B. G. Herr, traffic mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. A. Seeley, acct. exec.

GRIFFIN LAMP CO., Third and Sycamore, Hamilton, O. Lighting for commercial vehicles, truck mirrors, reflectors, flares, switches. Harold F. Griffin, pres., gen. sales & adv. mgr.; A. B. Dettimer, vice-pres., pur. agt.; A. G. Glorius, secy., treas.; J. L. Auble, works mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. Lowell Stormont, acct. exec.

GRIZZLY MFG. CO., 700 W. Caroline st., Paulding, O. Brake lining for passenger cars and trucks. Walter G. L. Smith, pres.; Morris Smith, vice-pres.; Wayne Moon, secy. and treas.; F. W. Shelton, asst. gen. mgr.; J. G. Brown, sales mgr.; J. H. Harriger, E. L. Cody, asst. sales mgrs.; A. M. Graham, chief engr.; L. S. Luard, pur. agt.; L. A. Wilhelm, traffic mgr. **Det. Rep.**—Tom Morgan, 14275 13 Mile rd., Roseville, Mich. **Adv. Agcy.**—Waldie and Briggs, Chicago, Ill. Art Kanaske, acct. exec.

GROBOSKI INDUSTRIES, 6045 S. Ashland ave., Chicago 36, Ill. Universal all-weather automobile door visors. John Groboski, pres., sales and adv. mgr.; Guy L. Dutter, vice-pres.; Alice Sullivan, secy.; Earl Quiding, asst. sales mgr.

GROSS MFG. CO., 1711 S. California, Monrovia, Calif. Tire and tube repair materials. D. T. Starr, pres.; W. M. Anderson, gen. mgr. & pur. agt.; A. E. Pike, works mgr.; H. D. Wexelberg, sales mgr.; R. E. White, traffic mgr. **Adv. Agcy.**—Tilds & Cantz, 6461 Sunset blvd., Los Angeles 28, Calif.

GROOV-PIN CORP., 2017 Kerrigan ave., Union City, N. J. Groov-pins, drive studs, Tap-Lok inserts. E. G. Theurer, pres., treas.; E. F. Schniewind, vice-pres.; F. O. Becker, secy., pur. agt.; H. D. Theurer, works mgr.; G. W. Bauerschaefer, sales mgr.; F. W. Braendel, chief engr. **Det. Rep.**—H. B. Schweppe, 7338 Woodward ave., Detroit 2, Mich.

GROTE MFG. CO., INC., Lafayette and Grandview ave., Bellevue, Ky. Fog lamps, stop and tail lamps, marker lamps, directional signals, flares, reflectors, rear view mirrors. W. F. Grote, pres., gen. mgr.; Martin Fiege, E. Q. B. Henriques, vice-presidents; Mark Grote, secy., pur. agt.; W. D. Grote jr., treas. and pub. rel. mgr.; Martin Fiege, works mgr.; L. D. Peloquin, sales, adv. mgr.; F. E. Wiley, chief engr.; C. F. Stuhlreyer, bus. mgt. dir.; C. A. Vogel, traffic mgr. **Adv. Agcy.**—Wilson Adv. Agency, Provident Bank Bldg., Cincinnati, O. Ross H. Wilcox, acct. exec.

GROVER CO., 25525 W. 8 Mile rd., Detroit 5, Mich. Pneumatic dispatch tube equipment. W. F. Grover, pres., gen. and adv. mgr.; A. M. Grover, secy. and treas.; W. M. Van Otteren, vice-pres. and works mgr.; P. J. Bernardi, sales mgr.; F. J. Phelps, serv. mgr.; R. E. King, chief engr.; K. McLean, traffic mgr. **Det. Rep.**—P. J. Bernardi, 25525 W. 8 Mile rd., Detroit, Mich. **Adv. Agcy.**—Charles M. Gray and Associates, 804 Francis Palms Bldg., Detroit 1, Mich.

GROVER PRODUCTS CO., 1221 S. Hope st., Los Angeles 15, Calif. Pressure horns, vacuum horns, novelty horns. C. A. Roesch, pres.; John W. Garver, vice-pres., secy., treas.; Laurence B. Gomez, works, sales mgr.; John A. Roesch, sales prom. mgr. **Adv. Agcy.**—Richard P. Casterline.

GROVER SMITH MFG. CORP., 850 E. Valley blvd., San Gabriel, Calif. Service station, garage, industrial and automotive lubrication equipment, heavy material handling pumps. Grover C. Smith, pres. **Adv. Agcy.**—T. L. Parkhouse, 1351 E. Colorado blvd., Glendale, Calif.

GUARANTEED PARTS CO., INC., Seneca Falls, N. Y. Ignition coils, distributor caps, distributor rotors, contact points, condensers, relays, voltage regulators, horn relays, light relays, starter switches, dimmer switches, stoplight switches, accessory switches, starter and generator brushes, bushings, magneto contacts, carburetor parts, spark plug wire sets, battery cables, wire and cable. Marco Hecht, pres.; B. M. Hecht, gen. mgr.; A. Villiers, sales mgr. **Adv. Agcy.**—Spitz & Webb Adv., Syracuse, N. Y.

GUIBERT STEEL CO., 1716 Youghiogheny ave., Pittsburgh 4, Pa. Guilbert products, convertible tow crane, tow lift bars, safety turn bar. O. E. Guilbert, pres.; O. E. Guibert jr., vice-pres. and gen. mgr.; Miss M. G. Stewart, secy.; G. E. Brown, treas.; L. W. Priddy, works mgr.; W. W. Myer, asst. sales and adv. mgr.; W. G. Huttinger, chief engr.; J. Turbish, pur. agt.

GUIDE LAMP DIV., General Motors Corp., Anderson, Ind. Automotive lamps, tractor lamps, glare-proof rear-view mirrors, traffic signal viewers, direction signals, die cast ornaments, reflex markers. C. A. Michel, gen. mgr.; R. N. Falge, chief engr.; R. W. Heaton, pur. agt.; S. R. Conwell, sales and adv. mgr. **Det. Rep.**—J. E. Turnquist, 8-129 General Motors Bldg., Detroit. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich.

GUNITE FOUNDRIES CORP., Rockford, Ill. Heavy-duty brake drums, truck and trailer wheels, Gunite (processed gray iron) cylinder liner castings, Gunite crankshaft castings, malleable iron castings, steel castings. D. P. Forbes, pres.; J. A. Forbes, vice-pres. and gen. mgr.; N. J. Schmidt, secy. and treas.; F. A. Christoffer, sales mgr.; H. W. Small, drum and wheel salesman; S. A. Malthaner, chief engr.; Ward Williams, pur. agt.; Alex D. Forbes, traffic mgr. **Adv. Agcy.**—Hollingsworth & Collins, Rockford, Ill. Budd Reesman, acct. exec.

GUSTIN BACON MFG. CO., 1416 W. 12th, Kansas City, Mo. Automotive thermal and acoustical insulation. A. L. Gustin jr., pres.; J. D. Simmons, vice-pres.; F. H. Ebbert, sales mgr. **Det. Office**—J. G. Neal, 408 Fisher Bldg., Detroit, Mich.

H

H. D. T. COMPANY FACTORS, INC., 275 Ferris ave., White Plains, N. Y. Blue Coral and Blue Coral preservative sealer. Harry D. Triantafillu, pres., treas. and gen mgr.; G. V. V. Triantafillu, Charles A. Vose, vice-presidents; M. E. Clarke, secy. **Adv. Agcy.**—Harry Birdsall jr., 76 Wilson st., Hartsdale, N. Y.

H & H PRODUCTS MFG. CO., 306 Boyd st., Los Angeles 13, Calif. Portable: Battery re-ionizers and fast chargers in combination with or without air compressor for tire inflation or paint spraying. Battery testers. E. F. Henkle, pres.; L. P. Henkle, vice-pres.; W. C. Monroe, gen. mgr. and sales mgr.; B. L. Roberts, works mgr. and pur. agt.

H & H TUBE & MFG. CO., 263 N. Forman ave., Detroit 17, Mich. Seamless brass and copper tubing, brass and copper strip, locksteam tubing for radiators, automotive tubing in coils, tube fabrication. C. B. Higgins, pres.; C. H. Higgins, exec. vice-pres.; R. L. Higgins, vice-pres.; Wm. Elsholz, secy. and treas.; C. H. Higgins, gen. and sales mgr.; R. Hughes, supt.; J. B. Scales, pur. agt. **Adv. Agcy.**—The Henry Koltys Co., Detroit, Mich. Henry Koltys, acct. exec.

H & M TOOL CO., 250 E. Nine Mile rd., Ferndale 20, Mich. Diesel ejector drills, carburetor gun reamers, step drills, step reamers, internal back-off tools, chambering reamers and headspace gauges. H. J. Mallett, pres.; M. E. Mallett, secy. and treas.; Walter Carlton, gen. mgr. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. W. H. Spinning, acct. exec.

HAFNER ASSOCIATES, INC., Empire State Bldg., New York 1, N. Y. Plastic fabrics. Henry A. Hafner pres.; K. Knoecklein, Edward Welti, vice-presidents; Dorothy Hafner, secy.; A. Stork, treas.; Charles Pulaski, sales mgr. **Det. Rep.**—Getsinger-Fox, 1715 Fisher Bldg. **Adv. Agcy.** — Humbert & Jones, New York, N. Y. Kingsley E. Humbert, acct. exec.

HAHN MOTORS, INC., Third and Windsor sts., Hamburg, Pa. D. Herbert Spangler, pres., gen. & sales mgr.; Irvin F. Burkey, vice-pres.; Edw. C. Smith, secy., treas.; F. M. Moyer, serv. mgr.; J. Wm. Putt, chief engr. & vice-pres.; L. A. Reigel, pur. agt.

HALL LAMP CO., C. M., 1035 E. Hancock ave., Detroit 7, Mich. Automotive headlamps, tail lamps, fog lights, back-up lights, die castings, stampings, etc., also bicycle lights, generators, exhaust pipes, etc. Roy W. Johnson, pres. and gen. mgr.; George A. Maher, vice-pres.; Leonard O. Zick, secy. and treas.

HALL PLANETARY CO., Fox st. and Abbotsford ave., Philadelphia 29, Pa. Planetary threadmilling machine; circular form milling machine, single and multiple heads; testing instruments; cutters; cutterblades, thread and circular form milling; arbors. Henry J. Leisner, pres., & treas.; Chas. K. Lennig jr., vice-pres., secy., sales mgr.; Clarence A. Duffany, chief engr.; Michael P. Lopinski, pur. agt. Det. Rep.—J. C. Austerberry's Sons, 332 Curtis Bldg., Detroit 2, Mich.

HALL PRODUCTS, INC., 812-24 S. Logan st., Mishawaka, Ind. Automatic sedan rear door safety lock. Forrest G. Hall, pres. and treas.; Marie Miller, secy.

HAMILTON-WADE COMPANY, 52-62 Haverhill st., Brockton 62, Mass. Automotive welts, gimps and binding (genuine and artificial leather, woven laces and other fabrics). James Christie, pres., treas., gen. mgr.; Freeman A. Fisher, vice-pres., sales mgr., pur. agt.

HAMLIN METAL PRODUCTS CO., Akron 8, O. Automotive parts and accessories, stamped assemblies, hardware, toys, bicycle accessories, stampings (steel, brass, aluminum). J. A. Loftus, pres.; M. D. Walklet, vice-pres. and gen mgr.; C. Beringer, secy.; L. H. Amer, treas.; C. E. Brimston, works mgr.; Glenn P. Garrett, sales mgr.; J. Mason Young, asst. sales mgr.; J. W. Tannehill, pur. agt. **Det. Rep.**—J. Mason Young, 7338 Woodward ave., Detroit.

HANCHETT MFG. CO., Big Rapids, Mich. Mfgrs. knife grinder, saw sharpeners and tools. Kent Hanchett, pres.; Fred Schaub, vice-pres.; Loren Hanchett, secy.; Carl Moline, treas.; Fred Risler, sales mgr.

HARDING MFG. CO., INC., 10600 Gratiot ave., Detroit 13, Mich. Plating, Dust-All tack rags and tack cloths. George W. Harding, pres.; A. E. Betteley, vice-pres. and secy.; Robt. F. McCarthy, adv. mgr.; A. G. Zimmerman, pur. agt. **Adv. Agcy.**—S. E. Schneider Advertising, Detroit, **Mich.**

HARLEY-DAVIDSON MOTOR CO., 3700 W. Juneau ave., Milwaukee 1, Wis. Motorcycles, sidecars, Servi-Cars, package trucks. William H. Davidson, pres.; Gordon M. Davidson, vice-pres.; Arthur Davidson, secy. and gen. mgr.; Joseph Kilbert, sales mgr. (domestic); E. V. Gumpert, sales mgr. (export); Walter E. Kleimenhagen, adv. mgr.; Joseph Ryan, serv. mgr.; Harry Devine, parts and acc. mgr.; William J. Harley, treas. and chief engr.; John Horn, pur. agt. **Adv. Agcy.**—Klau-Van-Pietersom-Dunlap Associates, Inc. Milwaukee, Wis. Roger Loew, acct. exec.

HARRIS PRODUCTS CO., 1929 E. 61st st., Cleveland, O. Rubber bushings, Torflex flexible bearings, extended rubber bearings, rubber bushed shackles. C. H. Bitzer, chmn. of the bd.; N. D. Baker III, pres.; R. G. Bradley, vice-pres. sales; D. T. Bradley, vice-pres. engrg.; Carl Dautel, treas.; J. M. Carter, secy.; Ted Drake, exec. engr.; F. C. Mau, pur. agt. **Det. Rep.**—L. C. Winslow, 6-237 General Motors Bldg., Detroit 2. **Chicago Rep.** — F. C. Hitzeman, 2400 W. Madison, Chicago, Ill.

HARRISON RADIATOR DIV., General Motors Corp., Washburn st., cor. Walnut, Lockport, N. Y. Radiators, car heaters, defrosters, thermostats, oil coolers, heat exchangers. D. B. Whitney, gen. mgr.; G. H. Hetley, div. compt.; C. P. Hart, sales mgr. (automotive); L. J. Schneider, asst. sales mgr. (automotive); Frank J. van Horn, asst. sales mgr. (heat exchanger); K. F. Covert, adv. mgr.; M. J. Wick, supt., field serv.; J. R. Holmes, chief engineer; H. F. Berkdoll, mgr. mat. and pur.; E. J. Reilly, pur. agt.; G. H. Harrer, traffic mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit 2, Mich. Wayne White, acct. exec.

HART PRESSED STEEL CORP., 3306 Hammond ave., Elkhart, Ind. Truck body parts, aluminum and steel contour panels, bus panels, experimental and special steel sections. F. E. Hartnell, pres.; R. A. Croy, prod. engr.; G. C. (Jim) Heath, sales engr. truck body section; R. F. Fields, sales engr. bus, trailer & special parts section. **Adv. Agcy.**—Staley Advertising Agency, Fort Wayne, Ind.

HARTFORD STEEL BALL CO., 12 Jefferson ave., West Hartford 7, Conn. Steel balls, noncorrosive balls (bronze, monel metal, aluminum, stainless steel, copper), glass, retainers, cutting and burnishing barrels. C. H. Abbott, pres.; T. H. Ab-

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# of finishing materials with STEAM spraying

Operating figures demonstrate that the new steam spraying process probably can save you time and money in your finishing operation. Our production line systems installed to date indicate that you can save up to 10-20% of expensive basic material, and even higher percentages of solvents and thinners, these 2 ways:

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DOMINION BRAKE SHOE COMPANY, CANADIAN PLANT, NIAGARA FALLS, ONT.

Who's Who in Auto Industry

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bott, exec. vice-pres., sales mgr.; A. S. Bill, secy.; S. E. Stockwell, treas., wks. mgr, chief engr.; E. T. Nelson, pur. agt. **Adv. Agcy.**—E. W. Robotham & Co., Hartford, Conn.

HARWOOD MFG. CO., 2100 W. Fort st., Detroit 16, Mich. Stampings, brake shoes, bonding brake shoes, extruding phenolic resins. Joseph Harwood, pres., gen. mgr.; Foster M. Grose jr., vice-pres.; H. J. Reick, secy.-treas.; Lawrence Ingles, wks. mgr.; Paul R. Jones, sales mgr.; Marko Radoshevich, chief engr.; Barbara J. Nisun, off. mgr. **Det. Rep.**—Paul R. Jones, 2100 W. Fort st.

HASKELITE MFG. CORP., 701 Ann st., Grand Rapids 2, Mich. Metal-clad plywood for truck bodies and other commercial uses. George Redlin, pres.; E. W. Stoner, vice-pres. in chge. of sales; John Harrington, secy.; William Verhey, factory mgr.; C. W. Yung, adv. and sales prom. mgr.; B. J. Werk, asst. sales mgr.; J. A. Potchen, chief engr.; B. J. Werk, F. W. Mitchell, pur. agts. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. L. A. Merchant, acct. exec.

HASSELL, MANUFACTURING & DISTRIBUTING CO., DENTON, 739 W. Nine Mile rd., Ferndale 20, Mich. Ford fender streamers, Ford fender ornaments, Pontiac fender ornaments, trim moldings. Denton Hassell, owner. **Adv. Agcy.**—Davis Daniels, Inc., Detroit, Mich.

HASTINGS MFG. CO., Thorne and Hanover sts., Hastings, Mich. Piston rings, aero-type spark plugs, Casite and "drout," Densite oil filter cartridges, tools. Aben E. Johnson, pres. and gen. mgr.; Stephen I. Johnson, exec. vice-pres.; Harold P. Phillips, vice-pres. & chief engr.; Don A. Siegel, secy.-treas.; Ross R. Dunn, sales mgr.; Byron K. Fletcher, asst. sales. mgr.; Don H. Collins, adv. mgr.; C. S. Morey, pur. agt.; W. F. Smith, traffic mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind.; R. B. Roberts and L. H. Stormont, acct. execs.

HAYES INDUSTRIES, INC., 437 Fern ave., Jackson, Mich. Automotive fans, mufflers, mouldings, auto ventilating blower units. (Subsidiary, Litemetal Dicast, Inc., 1927 Wildwood ave., Jackson, Mich. Die casting from aluminum and magnesium.) C. B. Hayes, chmn. of bd.; E. C. Hetherwick, pres. and gen. mgr.; Beecher B. Cary, vice-pres. in chge. of engr.; W. J. Donahue, secy. and treas.; R. J. Welihan, sales mgr.; L. J. Bailey, pur. agt.

HAYES MFG. CORP., 551 Seventh st., Grand Rapids 2, Mich. Manufacturers of automobile bodies and assemblies, metal products, stampings and dies. Rensselaer W. Clark, pres. and gen mgr.; A. A. Anderson, vice-pres.; McKee Robison, secy.; J. H. Lee, treas.; E. J. Lavallee, supt.; A. L. Nelson, chief engr.; L. A. Pinkowske, pur. agt.; F. Van Domelen, asst.; L. Kloet, traffic mgr.; J. Rybarsyk, pub. rel. dir. **Det. Rep.**—H. A. Holmes, 710-711 Fox Theater bldg.

HEGO FABRICS CO., 469 Seventh ave., New York 18, N. Y. Automotive seat cover fabrics, orlon industrial fabrics. Herman E. Goodman, pres., sales mgr.; Milton Lowenstein, vice-pres., asst. sales mgr. **Adv. Agcy.**—Gilbert Advertising Agency, New York, N. Y. Richard Gilbert, acct. exec.

HEIL CO., 3000 W. Montana st., Milwaukee 1, Wis. Truck bodies and hoists, rock bodies, sanitation bodies, refuse units, platform conversion hoists, tailgate loaders, petroleum truck tanks, transport tanks, milk truck tanks, L. P. G. transport tanks, aircraft refuelers, street flushers, road machinery. Joseph F. Heil, pres.; Harold S. Falk, exec. vice-pres.; Leonard Conrad, gen. wks. mgr.; William E. Simons, gen. sales mgr.; Tom Burress (tanks), Henry Giles (road machy.), W. Carlton (hoists & bodies), sales mgrs.; Fred Zwanzig, serv. mgr.; Arnold Meyer, vice-pres., engrg.; H. F. Pugh, vice-pres., adv. & sales prom.; Edward Fellows, dir. of pur.; John Norton, traffic mgr. **Det. Rep.**—Fred Ehlert, 725 Fisher bldg., Detroit. **Adv. Agcy.**—Hoffman & York, Milwaukee, Wis. Scott Fitz, acct. exec.

HEIN-WERNER CORP., 1200 National ave., Waukesha, Wis. Hydraulic jacks, wheeled jacks, push and pull hydraulic jacks, bumper-lift jacks, hydraulic sleeve pullers. G. G. Hein, pres., gen. mgr.; E. G. Bach, vice-pres.; J. D. Watson, secy.-treas.; W. Helander, works mgr.; R. J. Rant, sales mgr.; H. J. Scullin, serv. mgr.; F. D. Vertz, pur. agt.; M. L. Lumb, asst. pur. agt. **Adv. Agcy.**—Arthur Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

HELI-COIL CORP., 47-23 35th st., Long Island City 1, N. Y. Heli-Coil screw thread inserts for permanent tapped threads in metals, plastics, wood, etc. (Also used to salvage stripped threads and replace broken studs.) L. R. Ripley, pres.; E. Baruch, vice-pres.; E. M. Lang, secy.; H. W. Cram, dir. of engr., standards and research; C. E. Gischel, sales prom. mgr.; J. O. Forster, chief engr. **Det. Rep.**—Van Arsdell & Hodgson, 2832 E. Grand blvd. **Adv. Agcy.**—John Mather Lupton Co., Inc., 420 Lexington ave., New York 17, N. Y.

HELM ACCESSORIES, INC., 5944 Casmere, Detroit 12, Mich. Genuine gold & chrome plated hood ornaments, custom made bases and fittings to eliminate drilling. Fred Helm, pres., gen. & sales mgr.; Carl G. Dahlen, vice-pres.; Florence Sarut, asst. sales mgr.

HELMS INDUSTRIAL DEVELOPMENT CO., national sales office, 62B Keeler Bldg., Grand Rapids, Mich. Factory: Birdsboro, Penn. J. B. Montgomery, pres.; R. I. Mitchell, vice-pres.; William Lake, vice-pres.; W. N. Ericksen, sales mgr.; Don Williams, asst. sales mgr.; Boyd Gleason, sales correspondent. **Adv. Agcy.**—James Reed, Grand Rapids, Mich.

HENDRY CO., C. J., 27 Main st., San Francisco 5, Calif. T.A.C. open end ratchet wrench, Henco magnalume "300" trouble light. Leland D. Adams jr., pres.; Jack Logan, (San Pedro store), vice-pres.; Jack Cincotta, pur. agt. **Adv. Agcy.**—Conley, Baltzer, Pettier & Steward, San Francisco, Calif. I. Baltzer, acct. exec.

HENNESSY SALES CO., JACK P., 159-34 Riverside dr. West, New York City 32, N. Y. Sales agency, tire changers, universal tire spreaders, truck tire bead breakers. Jack P. Hennessy, pres. and gen. mgr.; Jack P. Hennessy jr., vice-pres., sales and adv. mgr.; James Hennessy, secy. and pur. agt.; Robert Hennessy, treas. and serv. mgr. **Adv. Agcy.**—Fairall Co., Des Moines, Iowa.

HERBRAND DIV., Bingham - Herbrand Corp., Fremont, O. Forgings: Connecting rods, steering knuckles, axles, other precision forgings for vehicles. Tools: Wrenches (socket, box, open-end, combination, adjustable, pipe). Ratchet, pliers, screwdrivers, punches, chisel, body and fender tools, pry bars, hammers and special automotive tools. R. W. Kerr, pres. and gen. mgr.; C. Traub Gottron, treas.; E. A. Heschel, wks. mgr.; A. R. Said, vice-pres. of sales; Colman O'Shaughnessy, dir. of sales plan. and merch.; Harry P. Wood, svc. mgr.; Marshall Bixler, chief engr.; R. W. Hellwig, pur. agt. and traffic mgr. **Det. Rep.**—R. O. Mead, vice-pres., 8-253 General Motors bldg., Detroit. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill. E. J. Lund, acct. exec.

HERCULES MFG. CO., 1501 W. Franklin st., Evansville 7, Ind. Insulated meat packer bodies, panel and other commercial truck bodies. George M. Specht, Fred R. Specht, officers.

HERCULES MOTORS CORP., 101 11th st., S.E., Canton 2, O. Internal combustion engines (gasoline and diesel). Charles Balough, pres.; J. C. Keplinger, exec. vice-pres.; M. C. Kuepfer, A. R. Miller, D. W. Latta, vice-presidents; J. D. Cook, secy. and treas.; M. C. Kuepfer, works mgr.; F. H. Geisler, sales mgr.; C. O. Jewell, serv., parts and acc. mgr., chief engrs.; G. W. LaSalle (gasoline), E. A. V. Horiak and O. D. Treiber (diesel); A. R. Miller, pur. agt. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. William Ellis, acct. exec.

HERCULES STEEL PRODUCTS CORP., Sherman st., Galion, O. Hydraulic hoists and dump bodies for motor trucks. Power chutes for handling coal and lime. Chemical and lime fertilizer spreaders. Concrete hauling units, Load-N-Gate. E. P. Monroe, pres., gen. mgr.; G. C. McClure, vice-pres.; D. G. Strother, secy.; J. R. Melish, treas.; D. B. Crissinger, sales dept.; C. Wisler, parts and acces. mgr.; K. J. King, chief engr.; C. R. Heinlen, pur. agt. **Det. Rep.**— R. E. Morris, 3105 E. Grand blvd., Detroit, Mich. Howard Einstein (commercial equipment), 415 New Center bldg., Detroit, Mich. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Kohler, acct. exec.

HERMAN BODY CO., 4400 Clayton ave., St. Louis 10, Mo. Refrigerated and standard forward control delivery bodies, retail delivery bodies, rear unit delivery bodies. Herman, Plew, pres. and treas.; J. Y. Hewitt, vice-pres. in chge. sales; J. A. Alvarez, compt.-secy.; Edward F. O'Brien, wks. mgr.; Louis J. Schaedler, sales mgr., refrigeration div.; James Plew, sales mgr., bottlers div.; Irwin W. Busse, sales mgr., standard body div.; Victor Kuba, chief engr.; Frank Corpening, pur. agt.

HERRON-ZIMMERS MOULDING CO., 3900 E. Outer dr., Detroit 12, Mich. Metal mouldings, rolled sections, metal trims. O. L. Herron, pres.; O. D. Herron, vice-pres., secy.; J. H. Zimmers, vice-pres., treas.; Dudley Hunter, works mgr.; Wm. Oppelz, chief engr.; M. Behaghe, pur. agt. **Adv. Agcy.** — Brindley-Roth, Detroit 26, Mich.

HERSHEY METAL PRODUCTS, INC., Automotive Parts Div., Derby, Conn. Front end suspension parts, tie rod ends, king bolts, coil springs. P. H. Hershey, pres., treas.; A. P. Krueger, vice-pres.; J. A. Frey, secy.; W. J. Maloney, wks. mgr.; A. E. Keough, sales mgr.; W. A. Archer, chief engr.; R. A. Nagel, pur. agt. **Adv. Agcy.**—Ted Somers, Inc., Bridgeport, Conn.

HEWITT RESTFOAM DIV., Hewitt-Robins, Inc., 240 Kensington ave., Buffalo 5, N. Y. "Restfoam"—foam rubber cushioning. Thomas Robins jr., pres.; F. G. Cooban, exec. vice-pres.; G. F. Goodyear, secy.; W. F. Watkins, treas.; H. D. Herbert, sales mgr.; E. M. Perrin, H-R adv. mgr. **Det. Rep.**—George P. Hooper, 1914 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York, N. Y. R. A. Richardson, acct. exec.

HEYER PRODUCTS CO., 471 Cortlandt st., Belleville 9, N. J. Motor tune-up equipment, fast chargers, battery testers, battery chargers. B. F. W. Heyer, pres.; A. P. Heyer, treas. **Adv. Agcy.**—Burke-Dowling-Adams, Montclair, N. J.

HIGBIE MANUFACTURING CO., Fourth and Water sts., Rochester, Mich. Manufacture and fabricate small diameter high pressure electric-weld steel tubing for automotive, stove and refrigeration industries. Metal forming and finishing, specializing in simulated wood and other decorative finishes on metal and wall board for automotive, refrigeration, radio and television industries. Polishes, waxes, buffing compounds and rubbing compounds. Fishing reels. E. P. Robinson, sales mgr. (tubing div.); R. F. DeBoer, sales mgr. (graining div.); N. Elliott, sales mgr. (polishes and waxes); Glenn Barnett, sales mgr. (fishing reel div.).

HIGHWAY SAFETY APPLIANCES, INC., 1381 Marshall ave., St. Paul 4, Minn. Traction sanders for trucks, buses, passenger cars and other automotive equipment, special sanders for streetcars and railroad equipment, Elston safety grid for use in sanding equipment. Samuel Frank, pres.; W. K. Headley, vice-pres. and gen. mgr.; Fred L. Doud, secy.-treas.; Carl F. Anderson, chief engr.; Stan H. Hunt, pur. agt.; Ann B. Zeigner, traffic mgr. **Det. Rep.**—J. A. Brown, 241 Castle Shannon blvd., Pittsburgh 28, Pa. **Adv. Agcy.**—Baxter & Daline, Minneapolis, Minn. Wm. L. Baxter, acct. exec.

HIGHWAY TRAILER CO., 421 East Fulton st., Edgerton, Wis. Truck trailer, semi and full; trailer tanks, truck tanks;

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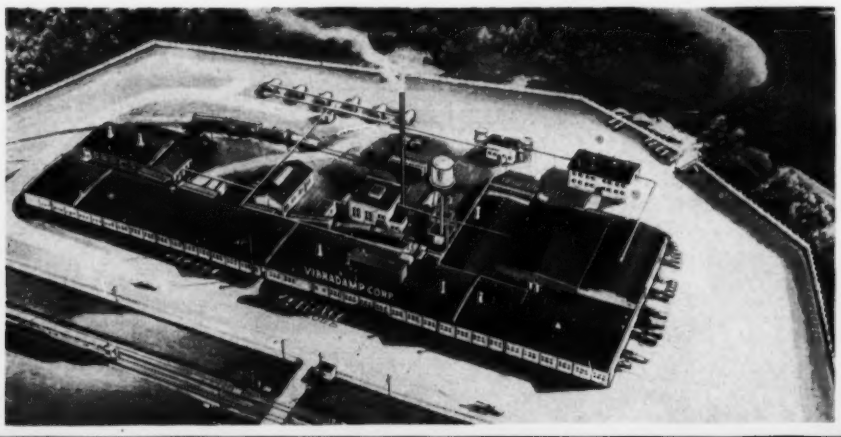

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Who's Who in Auto Industry

(Continued from Page 176)

bulk cement trailers; pipe, pole and logging trailers; utility trailers, truck bodies; earth boring machines; winches; power take-offs. H. L. Charlton, pres.; F. C. Gokey, exec. vice-pres.; H. J. Meagher, vice-pres., treas.; W. J. Heuer, secy.; L. E. Craig, vice-pres. and gen. mgr. of sales; E. W. Marchand, vice-pres. in chg. of mfg.; G. P. Knudson, chief engr.; J. W. Shelinut, pur. agt. R. L. Bobb, sales prom., adv. mgr.

HINSON MFG. CO., Westfield ave. and Menges, Waterloo, Ia. Seat covers, service covers, sanforized work garments, and other textile automotive products. Clyde Hinson, pres.; James Hinson and Wm. H. Hinson, vice-presidents; Paul L. Ferguson, secy.; William H. Hinson, treas.; Paul Jacoby, works mgr.; H. D. Leighty, sales mgr.; James Hinson, pur. agt. **Det. Rep.**—E. C. Reamer, 714 Genesee Bank bldg., Flint, Mich.

HOBART BROTHERS CO., Hobart Square, Troy 1, O. Battery chargers, air compressors, arc welders, buffers and grinders (pedestal type), plating generators, motor generator sets, pipe thawing equipment. E. A. Hobart, pres.; W. H. Hobart, vice-pres.; C. J. Jenkins, secy. and treas.; O. H. Menke, gen. mgr.; E. C. Galbreath, sales mgr.; Cliff Priest, adv. mgr.; H. Mohler, serv. mgr.; W. B. Howell, parts and acc. mgr.; E. A. Hobart, chief engr.; B. A. Lutz, pur. agt.; C. Knisley, traffic mgr. **Det. Rep.**—Roy Smith Co., 5257 Trumbull ave., Detroit. **Adv. Agcy.**—Ralph Dalton & Assoc., Troy, O. R. W. Dalton, acct. exec.

HOBBS CORP., JOHN W., Yale and Ash, Springfield, Ill. Automatic operating lights for glove and luggage compartment and for underhood, small gravity operated mercury switches, plunger-type switches, exhaust extension deflectors, electric-operating grease guns, engine hour meters. J. W. Hobbs, pres. & gen. mgr.; H. D. Chance, vice-pres.; F. Lee Farmer, vice-pres., sales mgr.; A. Kubish, wks. mgr.; Byron Booth, asst. sales mgr.; Chas. A. Woodcock, chief engr.; P. W. Redleske, pur. agt. **Det. Rep.**—J. H. McPhail, 1018 Fisher bldg., Detroit, Mich.

HOLCOMB & HOKE MFG. CO., INC., 1545 Van Buren st., Indianapolis 7, Ind. MotoSaver; automobile cooling system cleaner and H & H Visible fast oil changer. Frank Hoke, pres. and gen. mgr.; Fred Hoke, vice-pres. and treas.; Lawrence H. Brink, secy.; A. S. Carroll, sales mgr. **Adv. Agcy.**—A. V. Grindle, Indianapolis, Ind.

HOLLEY CARBURETOR CO., 5930 Vancouver ave., Detroit 4, Mich. Carburetors, distributors, fuel pumps, gas turbine controls and governors. George M. Holley, chmn. of bd.; Earl Holley, pres.; Geo. M. Holley jr., exec. vice-pres.; M. C. Carpenter, E. R. Stroh, asst. sales mgrs.; Carl H. Hofmeister, vice-pres., mfg.; J. C. Holley, vice-pres., chge. of sales; W. Bailey, serv. sales & adv. mgr.; N. A. Miles, secy. and chief ind. and bus. rel.; M. J. Kittler, chief engr.; Bob C. Lift, serv. mgr.; H. C. Webb, chief pur. agt.; N. Dann, asst. pur. agt.

HOLLINGSHEAD CORP., R. M., 840 Cooper st., Camden, N. J. Aviation, industrial, automotive and household chemical maintenance products including polish, hydraulic brake fluid, cleaner, shock absorber fluid, cooling system chemical, appearance conditioning chemicals and products. R. M. Hollingshead, chmn. of bd.; Stewart Hollingshead, pres.; T. J. Bagley, exec. vice-pres.; L. M. Olson (auto div.), J. R. Jagger (Canadian div.), vice- pres.; W. H. Lukens, vice-pres. and gen. sales mgr.; C. R. Ferris, treas. and secy.; J. R. Flynn, contr.; O. J. Blank, plant mgr.; O. H. Timms, pur. agt.; J. P. Reese, traffic mgr.; V. M. Mantz, research dir.; A. L. Moore, chief chemist; G. Abraham, prod. mgr.; Miles Powell (automotive), sales mgr.; L. Hicks, export mgr.; R. E. Copley, adv. and prom. mgr.; Mark Wilson, art dir. **Adv. Agcy.**—Campbell-Mithum, Inc., Palmolive bldg., Chicago, Ill. William Lotz, acct. exec.

HOLMES CO., ERNEST, 2505 E. 43rd st., Chattanooga 7, Tenn. Holmes wreckers, service bodies, wrecking equipment. Ernest W. Holmes jr., pres.; C. C. Shackleford, vice-pres.; S. B. Strang, secy.; Lenore Millsaps, treas.; H. T. Sliger, wks. mgr.; H. C. Gould, sales mgr.; J. H. VanZandt, parts and acc. mgr.; E. E. Cline, chief engr.; F. T. Russey, pur. agt. **Det. Rep.**—John G. Weeks, MIO industries, 8101 Military ave., Detroit, Mich. **Adv. Rep.**—Acme Adv. Agency, Atlanta, Ga.

HOMESTEAD VALVE MFG. CO., Box 98, Coraopolis, Pa. Hypressure Jenny steam cleaner. Hypressure Jenny compounds, Homestead valves. W. R. Schuchman, chairman of board; F. E. Schuchman, pres. and gen. mgr.; Don H. Krey, gen. sales mgr.; Kay R. Lemmer, mgr. valve sales; Elliott G. Johnson, adv. mgr.; John Force, chief engr.; Millard F. Jones, pur. agt. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. E. V. Hudson, acct. exec.

HOOF PRODUCTS CO., 6543 S. Laramie ave., Chicago 38, Ill. Engine governors, velocity and centrifugal types; timing gear, silent; steel and aluminum-steel matched sets; timing chains; sprockets. A. C. Hoof, pres. and treas.; C. E. Johnson, vice-pres. and gen. mgr.; A. Altenberg, wks. mgr.; R. W. Green, serv. mgr.; J. S. Jennings, chief engr.; A. Sucksdorf, pur. agt. **Adv. Agcy.**—Symonds MacKenzie & Co., Chicago, Ill.

HOOVER BALL AND BEARING CO., Ann Arbor, Mich. C. W. Lighthall, pres., gen. mgr.; W. Arnold, vice-pres.-secy.; W. Watrous, treas.; D. W. Saxton, wks. mgr.; F. H. Lennox, sales mgr., adv. mgr.; A. C. Shroth, asst. sales mgr.; Clare Kooistra, chief engr.; Bert C. Reynolds, pur. agt., traffim mgr.; Leo Rollins, pub. rel. mgr. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich.

HOPE METAL PRODUCTS, INC., 1505 Rockwell ave., Cleveland 14, O. Heavy duty metal parts bins, super strength commercial shelving, special storage equipment, shop equipment (benches, stool, counters, tool toters), etc., storage cabinets, special automotive displays of steel, toilet partitions, office partitions, office partitions, shower stalls, metal hospital cubicles. Ivor H. Hope, pres. and treas.; Milton I. Hope, vice-pres. and gen. mgr.; B. King Hope, secy.; L. W. Corrigan, wks. mgr.; B. A. King, sales mgr.; M. J. Conrad, asst. sales mgr.; Jim Grubb, adv. mgr.; L. E. Martony, chief engr.; L. W. Corrigan, pur. agt.; L. T. (Bob) Hope, pub. rel. mgr. **Det. Rep.**— Vernon M. Peel. **Adv. Agcy.**—Don Kemper Agency, Dayton, O. J. Grubb, acct. exec.

HOUDAILLE - HERSHEY CORP., 1500 bldg., Detroit 2, Mich. Spring hangers, gear shift levels, brake levers, air cleaners, crankshafts, camshafts, viscous torsional vibration dampers, hood locks, direct acting shock absorbers, bumper hangers, bumpers, grille guards, bumper guards, wheel spindles, oil pumps, hood hinges, remote controls, gravel guard deflectors, fender shields, door locks, strikers, rotary shock absorbers, license guards. Charles Getler, chmn. of bd. and pres.; Walter J. Bemb, vice-pres.; Don S. Devor, vice-pres.; George C. Phelps, vice-pres.; T. R. Oakes, treas.; G. C. Saltarelli, secy. **Adv. Agcy.**—LaGrange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

HOUDE ENGINEERING DIV., Houdaille-Hershey Corp., 537 E. Delavan ave., Buffalo 11, N. Y. Rotary shock absorbers, direct-acting shock absorbers, shimmy dampers, torsional vibration dampers, transmission pumps, lubricating pumps. Charles Getler, pres.; A. C. Ryan, gen. mgr.; E. G. Boehm, asst. gen. mgr.; C. F. Lautz, chief engr.; E. L. Potter, div. sales mgr.; A. E. Grazen, factory mgr.; E. P. Riner, serv. mgr.; V. E. Lasker, pur. agt. **Det. Rep.**—H. H. Jones, 1500 Fisher bldg., Detroit, Mich. **Adv. Agcy.**— A. R. Hempe, 1216 Engineering bldg., Chicago, Ill.

HOUGHTON & CO., E. F., 303 W. Lehigh ave., Philadelphia 33, Pa. Carburizers, heat treating salts, cutting oils, drawing oils, tempering oils, textile oils and softeners, leather belting and packings, and lubricants. Aaron E. Carpenter, chmn. of bd., gen. mgr.; Wm. F. MacDonald, pres. & treas.; Dr. R. H. Patch (operations), D. J. Richards (sales), vice-presidents; E. A. Carpenter, secy.; Herbert M. Michael, M. M.; Douglas C. Miner, adv. mgr.; Herbert B. Fox, pur. agt.; Harry C. Mohrman, traffic mgr. **Det. Rep.**—H. E. Martin, Stephenson bldg.

HOUSER ENGINEERING & MFG. CO., 200 E. Spring st., Bluffton, Ind. Battery carriers, battery hold downs, replacement parts. Miles S. Houser, pres.; Guy J. Morris, chief engr.; Lamar Hite, pur. agt., secy-treas.

HUB CITY IRON CO., 217 First ave., S.W., Aberdeen, S. D. Valve guides, valve seats, shop equipment. P. C. Green, pres. and gen. mgr.; Mayme C. Green, secy. and treas.; Alberta G. Smith, vice-pres.; F. Glover, works mgr.

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HUNTER ENGINEERING CO., 8844 Ladue rd. and Gay ave., St. Louis 24, Mo. Tune-in wheel balance balancer. Lee Hunter jr., pres.; Jos. L. Haenny, vice-pres., sales mgr.; H. M. Seago, secy. and treas.; Faus Gary, wks. mgr. **Adv. Agcy.**—Oakleigh, French & Assoc., St. Louis, Mo. Ken Bayer, acct. exec.

HUPP CORP., 7450 Melville ave., Detroit 17, Mich. Hupp-A-B-F Regulator Products Div., 1306 Holden ave., Detroit 2; Globe Stamping Div., 1250 W. 76th st., Cleveland 2, O.; Amgears, Inc. (subsidiary), 7450 Melville ave., Detroit 17. All-electric window lifts and seat adjusters, grilles, hub caps, fender shields, moldings, assemblies, over - underdrive transmission units, gears, gear tools, refrigeration products. R. S. Geddes, pres.; Peter F. Rossmann, exec. vice-pres.; Don H. Gearheart, vice-pres.; R. V. Wright, dir. of sales.; A. V. Crump, asst. vice-pres.; L. A. Quart, dist. sales mgr.; I. J. Carroll, dir. of pur., Cleveland; D. C. Shand, buyer, Detroit.

HYATT BEARINGS DIV., General Motors Corp., Harrison, N. J. Roller bearings. R. H. Cramer, gen. mgr.; H. K. Porter, gen. sales mgr.; H. M. Carroll, adv. mgr.; E. S. Clymer, prod. mgr.; M. A. Moore, adm. asst. to gen. mgr.; L. V. Farrell, pur. agt.; A. H. Lundius, wks. mgr.; W. H. Chapman, dir. of engrg. **Det. Rep.**—F. E. Booth, mgr. motor sales div. **Adv. Agcy.**—Campbell-Ewald Co., Inc., New York, N. Y. James Mackay, acct. exec.

HYDRA PROD. CO., 368 Massachusetts ave., Buffalo 13, N. Y. Hydraulic bumper jacks, hydraulic industrial jacks, industrial fluid drives and transmissions. Delbert Hawmon, pres., parts and acc. mgr.; A. I. Hubbard, vice-pres., asst. sales mgr., bus. mgt. mgr., H. D. Metzger, secy.; W. J. Schonhart, treas., adv. mgr., sales mgr., pur. agt.; D. Hawmon, gen. mgr., traffic mgr.; Harris Metzger, wks. mgr., serv. mgr., chief engr.

HYDRAULIC PRESS MFG. CO., Mount Gilead, O. Hydraulic presses for the metal working and process industries; die casting machines; plastics molding machines; hydraulic pumps, valves, fluid motors, controls. John C. Cotner, pres. and gen. mgr.; J. M. Dolan, vice-pres. and gen. sales mgr.; G. A. Daniels, secy. and treas.; W. A. Bohlander, wks. mgr.; C. P. Terry, adv. mgr.; H. C. Mozier, serv. mgr.; Dale Mosher, parts and acc. mgr.; F. J. Lindner, chief engr.; J. C. Poole, pur. agt.; A. H. Smock, traffic mgr. **Det. Rep.**—Art Linzell, 2842 W. Grand blvd., Detroit 2. **Adv. Agcy.**—Jay H. Maish Co., Marion, O. W. P. Ellis, acct. exec.

HYDRAULIC PRODUCTS CO., 509 Westminster, Providence 3, R. I. Rams, pumps, valves, Dyna lift, Dyna valve, magic-air oiler, Dyna-cord, trundle lift, can cutter, HP plug caps. Robert E. Lindenberg, pres.; Norman T. Bolles, vice-pres. & gen. mgr.; Woolsey A. Shepard, treas.; Carmine Gambardella, wks. mgr. Edwin Lavenstein, sales mgr.; Lloyd Sheeran, chief engr.

HYGRADE PRODUCTS DIV., Standard Motor Prod., Inc., 35-35 35th st., Long Island City 1, N. Y. Carburetor kits and parts; fuel pumps, kits and parts; speedometer cable and casing assemblies. Elias Fife, pres., treas.; H. O. Rosen-

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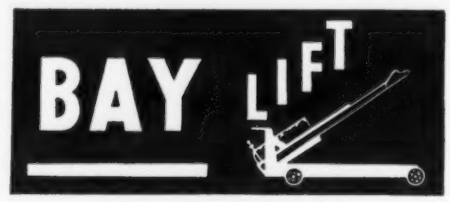

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Who's Who in Auto Industry

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stein, vice-pres., secy.; A. Roffman, adv. mgr.; B. Fife, gen. mgr.; J. F. Kenny, sales mgr.; J. J. Smith, asst. sales mgr.; L. Steinberg, chief engr.; L. Beck, pur. agt.; N. L. Sills, pub. rel. mgr. **Adv. Agcy.**—Reiss Adv. Co., New York, N. Y. Harold Reiss, acct. exec.

HYSTER CO., 2902 N.E. Clackamas, Portland 8, Ore. Also plants at Peoria, Ill., and Danville, Ill. Fork lift trucks, straddle trucks, Karry Krane, tractor winches, tractor cranes, tractor arches. Ernest G. Swigert, pres.; Eugene Caldwell, Frank L. Ross, vice-presidents; Harvey Black, secy. and treas.; Eugene Caldwell, gen. and works mgr.; Philip Hill, sales mgr.; Theron Howard, Ray Ronald, C. H. Collier jr., asst. sales mgrs.; Dar Johnson, adv. and sales prom. mgr.; Jack Lewis, gen. serv. mgr.; Bart Nordling (East), serv. mgr.; Al Zwald, chief engr.; Paul Rhodes (West), Ken Waldron (East), pur. agts. **Det. Rep.**—Bentley & Hyde, 14655 W. Warren, Dearborn, Mich. **Adv. Agcy.**—Smith & Smith, Portland, Ore. John Simon, acct. exec.

I

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IMPERIAL HANDLE MFG. CO., 1685 McDonald ave., Brooklyn 4, N. Y. Gear kits, body hardware, fenda-trim gas lock, guardian safety handle, door handles, locks, channels. Philip Friedman, pres., wks. mgr., chief engr.; George J. Friedman, vice-pres., treas., pur. agt.; Lloyd Spector, sales mgr.

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INDUSTRIAL WIRE CLOTH PRODUCTS CORP., 3927 4th st., Wayne, Mich. Oil bath air cleaner and silencer assy., crankcase breathers, oil pump, fuel pump and carburetor strainers, cowl ventilator screens, refrigerator and oil burner strainers, wire cloth parts and assemblies. F. A. Vollbrecht, pres. and gen. mgr.; D. N. Furr, vice-pres.; W. S. Murdock, secy.; K. W. Foust, treas.; W. L. Smith, wks. mgr.; Hal F. Schulte, sales mgr.; D. E. Agren, chief engr.; E. J. Mortlock, pur. agt. **Adv. Agcy.**—Karl G. Behr Agency, Detroit 1, Mich.

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INLAND MFG. DIV., General Motors Corp., 2727 Inland ave., Dayton 7, O. Steering wheels, plastic and rubber; motor mounts; gravel shields; rocker mats; weather strips, molded and extruded; injection molded plastic parts; clutch assemblies; hydraulic brake hose; brake lining. J. D. O'Brien, gen. mgr.; E. E. Bollinger, factory mgr.; M. A. Lause, gen. sales mgr.; L. A. Bentz (automotive div.), A. J. Fouts (refrig. and allied prod.), asst. sales mgrs.; H. J. Raiff, prod. mgr.; F. W. Sampson, chief engr.; D. Hagans, pur. agt.; J. J. Braham, div. compt.; W. A. Blake, traffic mgr. **Det. Rep.**—R. H. Smith, 5-232 General Motors bldg, Detroit 2.

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(Continued on Page 180)

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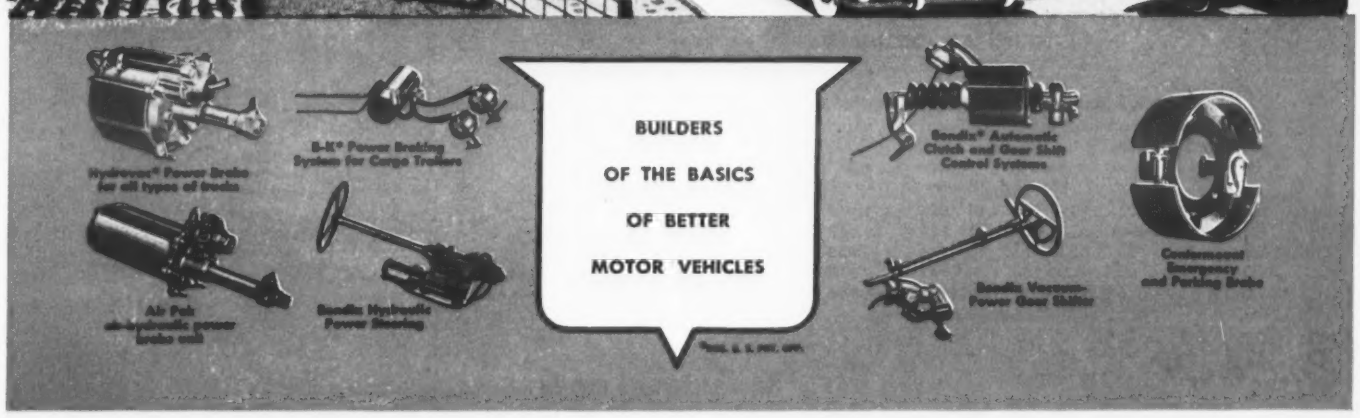

Who's Who in Auto Industry

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ton st., Roxbury 19, Mass. License plate frames and brackets, guide posts, ornaments, initial frames, auto chairs, cribs. Leon S. Fentin, pres.; Sumner E. Swig, vice-pres.; Daniel J. Crovo, secy.; Abraham G. Goldberg, treas.; Morris I. Goldberg, gen. mgr.; Emilio Puorro, wks. mgr.; Sumner E. Swig, Leon S. Fentin, sales mgrs. **Adv. Agcy.**—Herbert W. Frank Agency, Boston, Mass. H. W. Frank, acct. exec.

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INTERNATIONAL NICKEL CO., INC., 67 Wall st., New York 5, N. Y.—Primary nickel and nickel alloys. Dr. John F. Thompson, chmn. and pres.; Dr. Paul D. Merica, exec. vice-pres.; W. C. Kerrigan (nickel sales dept), J. F. McNamara (INCO nickel alloys dept.), vice-presidents, sales mgrs.; R. L. Lloyd, adv. mgr., INCO nickel alloys dept.; R. A. Wheeler, mgr. of pub. and adv., nickel sales dept. **Det. Rep.**—F. J. Walls, 5-222 General Motors bldg., Detroit 2, Mich.

INTERNATIONAL RESISTANCE CO., 401 N. Broad st., Philadelphia 8, Pa. Fixed and variable resistors. Ernest Searing, pres.; Harry A. Ehrle, vice-pres., adv. mgr.; E. A. Stevens, treas.; O. J. Greenway, works mgr.; R. D. Ferree, serv. mgr.; George Kende, chief engr.; Frank Dengler, pur. agt. **Det. Rep.**—Koehler-Pasmore Co., 11833 Hamilton, Detroit 3. **Adv. Agcy.**—John Falkner Arndt & Co., Inc., Philadelphia, Pa. Norton Bond, acct. exec.

J

J O MANUFACTURING CO., 8442 Otis st., South Gate, Calif. Precision torque limiting wrenches, range 2 to 24,000" lbs. (1 to 2,000' lbs.). R. Glen Woods, pres.; William S. Woods, vice-pres.; H. William Oetjen, secy.-treas., sales mgr.; Vance Wright, wks. mgr.; Harold MacIntosh, chief engr.; Cecil Manell, pur. agt.; David McManaway, traffic mgr. **Det. Rep.**—Van F. Belknap Co., 2895 W. Grand blvd., Detroit. **Adv. Agcy.**—Abbott Kimball Co. of California, Los Angeles, Calif.

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K

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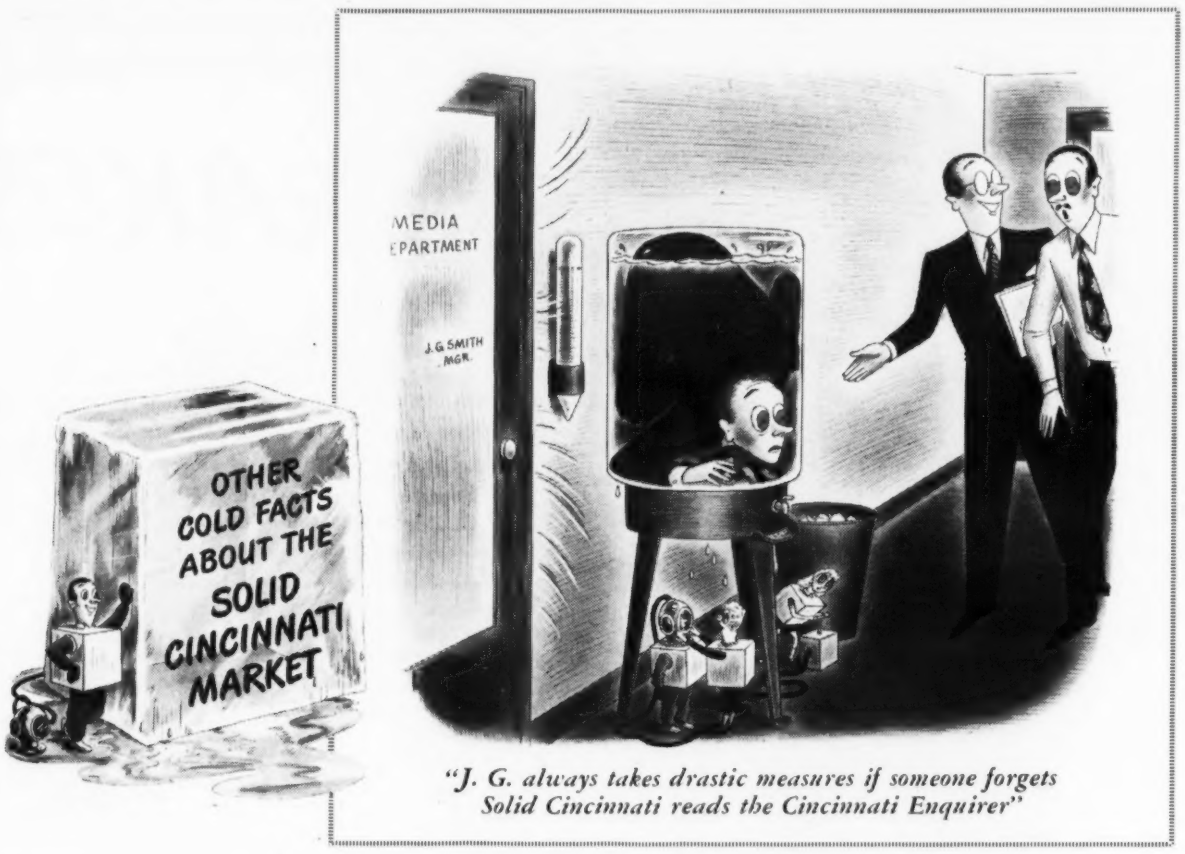
KAISER-FRAZER SALES CORP., Willow Run, Mich. Passenger cars. Henry J. Kaiser, chmn. of bd.; Edgar F. Kaiser, pres.; Joseph W. Frazer, vice-chmn. of bd.; C. P. Bedford, exec. vice-pres.; J. F. Reis, vice-pres., asst. treas.; Walston S. Brown, secy. and legal counsel; John Hallett, vice-pres. and gen. mgr.; W. P. deMartini, vice-pres., chge. of sales; A. K. Steigerwalt, mgr. (parts and accessories); J. E. Friedman, mgr. (market research and analysis); Earl D. Studer, adm. mgr. (sales); E. N. Rickert, gen. serv. mgr.; Burton R. Durkee, dir. of adv.; Hal Babbitt, dir. of pub. rel.; J. P. Snider, gen. traffic mgr.; Dean Hammond, vice-pres., chge. engr.; L. S. MacKay, dir. of pur; N. H. VanDyke, mgr. (distribution); S. A. Girard, asst. gen. mgr. **Det. Rep.**—A. C. Strohmeyer, Nat'l Bank bldg., Detroit, Mich. **Adv. Agcy.**—Wm. H. Weintraub & Co., Inc., 30 Rockefeller Plaza, N. Y. 20, N. Y.

KAR GLAMOR, INC., 25 W. 11th st., Indianapolis, Ind. Car glamor products for use by Buick dealers exclusively. Steve Radford, pres. and sales mgr.; R. A. Blackburn, secy-treas. **Adv. Agcy.**—G. A. Saas & Co., Indianapolis, Ind. G. A. Saas, acct. exec.

KAWNEER CO., THE, 1105 N. Front st., Niles, Mich. Store front materials, entrance doors, aluminum facing material, aluminum roll-type awnings. L. J. Plym, pres.; H. W. Zimmer, exec. vice-pres., treas.; L. H. Atkinson, A. M. Simpson, vice-presidents; E. C. Witwer, dir. of

(Continued on Page 182)



"J. G. always takes drastic measures if someone forgets Solid Cincinnati reads the Cincinnati Enquirer"

Population:

City Zone (A.B.C.)	814,037
Retail Trading Zone (A.B.C.)	386,566
City and Retail Trading Zones	**1,200,603**

Trend of business: Steady and solid . . . characteristic of a sound, substantial, progressive market . . . characteristic of Solid Cincinnati.

	December 1950
Cincinnati Business Index	353.3
Index of Department Store Sales	344.0
Consumers' Price Index	178.7

Period 1935 to 1939 = 100

. . . and the paper that's in solid
. . . THE CINCINNATI ENQUIRER

Coverage: The Enquirer has the largest total and combined city and retail trading zone circulation in Cincinnati, both daily and Sunday.

	Sunday Enquirer	Daily Enquirer	Post	Times-Star
City Zone	197,500	113,455	121,270	127,027
Retail Trading Zone	43,912	39,343	19,563	18,742
Total	241,412	152,798	140,833	145,769
Other	30,264	31,967	8,812	4,703
Total	**271,676**	**184,765**	**149,645**	**150,472**

Source: ABC Publishers' Statement, Sept. 30, 1950

New Passenger Car Advertising: The Enquirer carries more new car linage than any other Cincinnati newspaper.

	No. Lines (1950)*	%
Enquirer	621,174	41.0%
Post	400,200	26.4%
Times-Star	494,426	32.6%
		100.0%

Truck and Tractor Advertising: The Enquirer has a substantial advantage in truck and tractor linage.

	No. Lines (1950)*	%
Enquirer	92,469	39.9%
Post	67,569	29.2%
Times-Star	71,514	30.9%
		100.0%

Total Automotive Advertising: The Enquirer is out in front, and staying there.

	No. Lines (1950)*	%
Enquirer	996,285	36.9%
Post	766,134	28.4%
Times-Star	933,753	34.7%
		100.0%

**Source: Media Records, 1950*

Solid Cincinnati reads
The CINCINNATI ENQUIRER
Represented by Moloney, Regan and Schmitt, Inc.

The Saturday Evening
POST
carries more automotive advertising to more people than any other magazine

Rubbermaid® KAR-RUGS YOUR PROFIT OPPORTUNITY FOR '51

1 1951's BIG "CARE FOR YOUR CAR" CAMPAIGN MAKES MARKET TREMENDOUS

More cars are on the road — and this year car owners will be more "care for your car" minded than ever before to protect their cars for longer than normal use. CAR OWNERS NEED KAR-RUGS.

2 CAR OWNERS WILL KNOW ABOUT AND WANT KAR-RUGS

Millions of car owners will see the sales-compelling Kar-Rug campaign in POST — COLLIERS — and HOLIDAY — magazines that are editorially behind the "care for your car" program.

3 KAR-RUGS WILL BE YOUR FAST TURNOVER LINE FOR BIG VOLUME SALES

Kar-Rugs have the appeal that sells on sight — sales go fast where complete Kar-Rug stocks are displayed. Easy to sell — no installation.

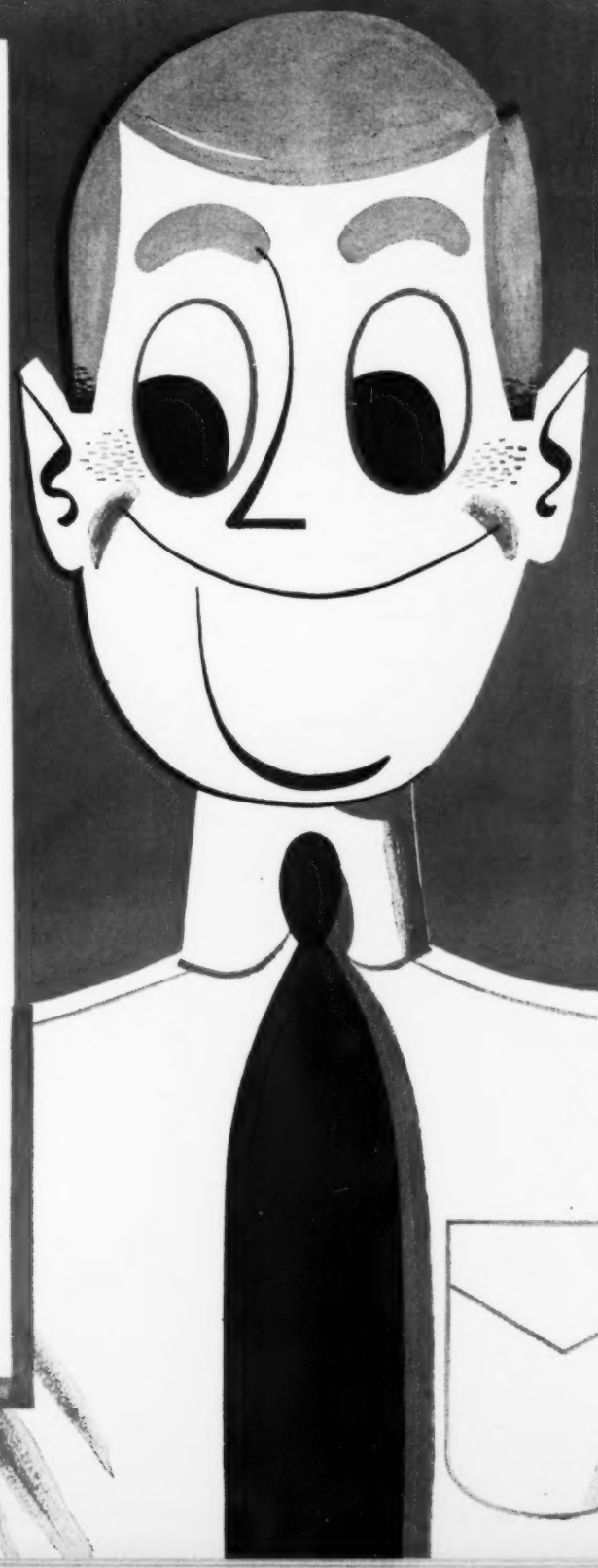
4 MAXIMUM PROFIT MARGINS

Kar-Rugs are profitable to you — you make maximum profit margins — it's easy to sell a set, not just a mat — sell quality, build business and profits.

5 CONCENTRATE ON KAR-RUGS

— the line with quality — volume potential — merchandising program — the plus profit sales opportunity for '51.

Nationally Advertised in-
POST • COLLIERS • HOLIDAY



Rubbermaid® KAR-RUGS ARE RIGHT!

COLORS: Produced in a selection of beautiful colors to match or harmonize with all car interiors.

Beautiful Colors in Engineered Sizes

Car owners want floor protection — to keep cars clean, eliminate wear — lasting beauty and appearance that mean higher car value. Sell "original" KAR-RUGS — they're right for you.

KAR-RUGS HAVE THE PROGRAM

Tie-in with the national advertising — use colorful statement stuffers, newspaper ads, signs, etc. Let car owners know you are Kar-Rug Headquarters.

KAR-RUGS SELL ON DISPLAY

All-purpose display for counter, wall or floor display.

Floor merchandiser for complete KAR-RUG stock.

SEND THIS COUPON TODAY! →

Send to THE WOOSTER RUBBER CO., WOOSTER, OHIO

☐ Tell me the Kar-Rug Profit Story. ☐ Send details on Display Racks.
☐ Please ship the following Kar-Rug order through my Jobber.

ITEM NUMBER	RETAIL	RED Cartons	BLUE Cartons	GREEN Cartons	BROWN Cartons	GREY Cartons	BLACK Cartons
15-1452 16"x18"	$1.69 ea. $10.14 carton						
15-1454 18"x21"	2.19 ea. 13.14 carton						
15-1455 15"x25"	2.19 ea. 13.14 carton						
15-1459 18"x26"	2.69 ea. 16.14 carton						

Packed 6 of 1 color to carton. Subject to my regular discount and terms.

Company_____

Address_____ City_____ State_____

THE WOOSTER RUBBER CO.
Wooster, Ohio
IN CANADA
RUBBERMAID PRODUCTS

Who's Who in Auto Industry

(Continued from Page 180)

pur., secy.; I. R. Seely, factory mgr.; David S. Miller, sales mgr.; Boyd Hood, C. S. Hanson, prod. mgrs.; Raymond A. Dodge, sales prom. mgr., adv. mgr.; Donald Kemeny, asst.; Robert Bowman, ind. engrg. mgr.; Harold Latson and Walter Otteson, pur. agts.; Russell Grafford, traffic mgr.; Geo. T. Shevlin jr., pub. rel. mgr. **Det. Rep.**—R. C. Thomas, 14647 Piedmont blvd., Detroit 23, Mich.

KAYDON ENGINEERING CORP., THE, McCracken st., Muskegon, Mich. Needle rollers, ball and roller bearings. F. J. Donovan, pres., gen. mgr.; J. F. Oehlhoffen, vice-pres., sales and adv. mgr.; Paul Starks, secy.; J. L. Marquard, treas.; W. R. Davis, pur. agt. **Det. Rep.**—W. S. Turner, 445 New Center bldg. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., Milwaukee, Wis. F. Birch, acct. exec.

KELLER RESEARCH CORP., 12727 Stout st., Detroit 23, Mich. Carburetor parts and miscellaneous automobile tools. R. H. Hieger, pres., chief engr.; O. C. Keller, vice-pres., pur. agt.; E. L. Kain, secy., sales mgr.; Richard Hieger, treas. **Det. Rep.**—Phil Hadd, 12727 Stout st., Detroit, Mich. **Adv. Agcy.**—Marvin Hahn Adv. Co., Detroit Mich.

KELLEY CO., J. W., 3401 W. 140th st., Cleveland 11, O. Cutting, grinding, quenching and tempering, soluble and thread grinding oils; special lubricants; rust preventives; drawing compounds; hydraulic brake fluid; heat treating products. Frank M. Aldridge, pres.; Leonard H. Davis, secy.; O. K. Aldridge, treas.; Frederick C. Schroeder, wks. mgr., chief engr. **Adv. Agcy.**—Grider Adv., Cleveland, O.

KELLEY BLUE BOOK, 1221 S. Figueron ave., Los Angeles, Calif. Kelly Blue Book (used-car automobile price guide). R. L. Kelley, publisher; S. H. Kelley, asst. publ.; Frank B. Hughes, managing editor.

KELLY REAMER CO., 3775 Ridge rd., Cleveland 1, O. Metal cutting tools. D. E. Van Deusen, pres., gen. mgr.; Mary A. Putnam, vice-pres.; Blanche Van Deusen, secy.-treas.; Herman Berg, wks. mgr.; D. J. Van Deusen, sales, adv. mgr.; M. C. Daw, chief engr.; Walter H. Lund, pur. agt. **Det. Rep.**—Superior Detroit Co., 8544 Grand River ave., Detroit 4, Mich.

KELLY SPRINGFIELD TIRE CO., Cumberland, Md. Pneumatic tires, tubes, tire accessories. E. S. Burke, pres.; H. C. Swearingen, vice-pres., gen. sales mgr.; Wm. Walker, treas.; J. C. Warden, wks. mgr.; M. T. Powers, field sales mgr.; P. D. Collins, adv. mgr.; C. C. Acker, serv. mgr.; L. F. Keller, pur. agt.; H. M. Snowden, asst. pur. agt. **Adv. Agcy.**—Compton Adv., Inc., New York, N. Y. Jack Rees, acct. exec.

KELSEY-HAYES WHEEL CO., 3600 Military ave., Detroit 32, Mich. Automotive, tractor and farm implement wheels, brakes, hubs, drums; brake power units; trailer electric brakes. George W. Kennedy, pres.; Perry Williams, exec. vice-pres.; J. A. Sweeney, vice-pres.; Lester Downie, vice-pres., treas., secy.; J. M. Kerr, sales mgr.; Charles Sinclair, chief engr.; Harold Murphy, pur. agt. **Adv. Agcy.** — Zimmer-Keller, Detroit, Mich. Warren Chittenden, acct. exec.

KEM-O-FLO PRODUCTS CO., 1747 Abbott, Detroit 16, Mich. Mobile car and truck washing units. Ernest N. Bates, pres., chief engr.; R. E. Ide, vice-pres., pur. agt.; Rex V. Bates, adv. and sales mgr., secy.-treas.

KENDALL REFINING CO., 77 N. Kendall ave., Bradford, Pa. Lubricating oil, gear lube, chassis lube, special purpose greases, rust preventive. J. B. Fisher, pres.; D. W. Daly, vice-pres.; S. J. Brill, secy.; O. F. Koch jr., treas.; G. H. Osborne, gen. sales mgr.; R. W. Sommer, mgr. lub. oil sales; H. Morley, mgr. gasoline sales; W. A. Knapp, mktg. asst. (adv.); E. C. Walker, pur. agt.; J. S. White jr., traffic mgr.; **Adv. Agcy.**—Landsheft, Inc. H. L. Barber, acct. exec.

KENT CO., THE, INC., 289 Canal st., Rome, N. Y. Floor machines, commercial vacuum cleaners (for wet and dry work), flux recovery vacuum cleaners, furnace and boiler cleaners. Gordon E. Kent, pres. & gen. mgr.; Moss A. Kent, vice-pres.; C. E. Clifford, secy. & sales mgr.; R. C. Stanton, treas.; Gordon E. Kent, gen. mgr.; Herb Donavon, wks. mgr.; D. McMahon, adv. mgr.; Fred Yutzler, chief engr.; Ray Anderson, pur. agt. **Adv. Agcy.**—Farquhar & Bair, Utica, N. Y. John Farquhar, acct. exec.

KENT-MOORE ORGANIZATION, INC., General Motors bldg., Detroit 2, Mich. Automotive special service tools and equipment. J. D. Adair, pres.; A. W. Bacon, exec. asst.; D. R. Abbey (sales), A. E. Price (mfg.), G. M. Graham (engrg.), T. F. Walker (production), vice-presidents; W. L. Bainton, secy.; M. E. Hart, treas.; J. L. Juszak, sales prom. mgr.; Marshall Chambers, adv. mgr.; W. E. Oiler, asst. sales mgr.; W. G. Dekam, chief engr.; A. L. Schultz, pur. agt. **Adv. Agcy.**—E. C. Watkins & Co., 72 Lothrup, Detroit, Mich. E. C. Watkins, acct. exec.

KERKLING & CO., 8319 Allport ave., Whittier, Calif., P. O. Box 231, Whittier, Calif. Metallic seal, radiator seal, waterless soap, water pump lubricant, cylinder sleeve seal, cracked block repair equipment. F. J. Gaspard, M. D., pres.; K. L. Dieterle, vice-pres.; Charles T. Lester, secy.; A. J. Mendenhall, treas.; Sidney O. Smith, gen. sales mgr.; Richard M. Cate, adv. mgr. **Det. Rep.**—John Kowalik, 1505 E. McNichols, Detroit. **Adv. Agcy.**—Jack Wigle, 14954 Friar st., Van Nuys, Calif.

KEYSTONE CARBON CO., INC., 1935 State st., St. Marys, Pa. Motor, generator and slip ring brushes, rheostat contacts, bushings, bearings, cams and specialty parts made from powdered metals in brass, bronze, iron, aluminum and stainless steel. B. R. Reuscher, pres., gen. mgr.; A. Gleixner, vice-pres.; F. A. Kreliner, secy., treas.; Ed Crowe, sales mgr.; A. F. Meyer, wks. mgr.; R. R. Hoffman, chief engr.; C. A. Sorg, process engr.; L. H. Schaut, pur. agt. **Det. Rep.**—W. S. Turner, 445 New Center bldg., Detroit 2.

KEYSTONE COMPRESSOR CO., Ashburner and Hegerman sts., Philadelphia 36, Pa. Air compressors. David R. B. Robson, pres.; Frederick A. Myers, wks. mgr.; Albert H. McCune, serv. mgr. David J. Matthews jr., pur. agt.

KIMBLE GLASS, Div. of Owens- Illinois Glass Co., Box 1035-1036, Toledo 1, O. Anti-freeze testers, battery hydrometers. Harlan Hobbs, sales mgr.; F. M. Osbourne, sales staff. **Adv. Agcy.**—J. Walter Thompson, New York.

KING ELECTRIC EQUIPMENT CO., 9123 Inman ave., Cleveland 5, O. Automotive electrical testing equipment, battery charging and testing equipment. Kent Fullerton, pres., treas., gen. mgr.; Geo. Makuh, vice-pres., engrg.; M. A. Mathieson, vice-pres., pur.; T. F. McDonald, secy:; Wm. Bender, off. mgr.; F. Arnocki, wks. mgr. **Adv. Agcy.**—Palm & Patterson, Cleveland, O.

KING QUALITY PRODUCTS CO., 2320 Marconi ave., St. Louis 10, Mo. Piston rings, pistons, piston pins, pin bushings, expanders, set screws, lock rings, wet and dry cylinder sleeves, valves, valve guides, springs, keepers, bearings, shims, water pumps, parts, bolts and bushings, wheel suspension parts, under-chassis parts. A. J. Mummert, pres.; C. R. Wippern, exec. vice-pres.; B. G. Close, vice-pres.; R. F. Crom, vice-pres.; R. F. Jacobson, secy.-treas.; R. E. Rippley, asst. sales mgr.; C. C. Tapscott, adv. mgr.; J. V. Cassani, dir. of mkt. research; G. E. Leutwiler, chief serv. engr.; W. C. Knoebel, chief prod. engr.; D. M. Crimmins, pur. agt. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo. James Wilson, exec. vice-pres.

KING-SEELEY CORP., 315 S. First st., Ann Arbor, Mich. Automotive instrument clusters, including fuel level, oil pressure and temperature gauges, also ammeters, speedometers and velocity governors. A. N. Gustine, pres., gen. mgr.; W. E. Bandemer, vice-pres., sales mgr.; K. M. Conklin, secy.-treas.; H. E. Josselyn, adv. mgr.; J. W. Potter, serv. mgr.; R. J. Beuhler, chief engr.; D. T. Warner, pur. agt. **Adv. Agcy.**—Witte & Burden, Detroit, Mich. W. W. Burden, acct. exec.

KINGHAM TRAILER CO., INC., 1409 W. Hill, Louisville 10, Ky. Truck trailers. John B. Kingham, pres.; O. H. Kingham, vice-pres.; Celia M. Kingham, secy.-treas.; E. J. Lucas, sales mgr. and adv. mgr.; G. D. Rice, chief engr. and prod. mgr.; T. A. Donnelly, asst. sales mgr.; C. M. Falk, serv. parts and traffic mgr.; E. H. Cosgrove, mfg. sales; Paul W. Berry, pur. agt. **Det. Rep.**—Acme Trailer Co., W. G. Retzlaff, 3400 W. Jefferson. **Adv. Agcy.**—W. J. Smith Adv. Agency, Louisville, Ky.

KIRSPEL INDUSTRIES, INC., 300 Main st., Orange, N. J. Valve caps (automotive) passenger, truck and airplane tire irons, tools and equipment. Robert Kirspel, pres.; A. Judson, vice-pres.; G. Kirspel, secy.; W. Dowd, sales mgr.; H. Blenkle, chief engr. **Adv. Agcy.**—Formerly Gunn-Mears, New York, N. Y.

KLEER-FLO CO., 250 W. 57th st., New York 19, N. Y. Parts cleaning machines, parts cleaning brush, Roto-pumps, cleaning compounds. Louis Rosenberg, gen. mgr.

KNIGHT CO., GEO. C., 19720 W. 8 Mile rd., Detroit 35, Mich. Precision production, stamping, plating, automotive accessories, car mirrors, exhaust extensions, visors, switches. George C. Knight, pres.; M. L. Marx, vice-pres.; H. J. Solomon, secy.-treas.; Carlton Koonter, dir. of engrg.; Clarence Berini, factory mgr.

KNIGHT-MORLEY CORP., 4612 Woodward ave., Detroit 1, Mich. Auto accessories, rear view mirrors, locking gas caps, automotive venetian blinds, ornaments. C. E. Morley, pres. and sales mgr.; J. Langs, vice-pres.; J. Morley, secy.-treas.; J. Bonkowsky, off. mgr.; H. Hebel, wks. mgr.; M. Bernia, pur. agt.; F. Theme, traffic mgr. **Det. Rep.**—C. C. Eden, Blvd. bldg.

KNOX METAL PRODUCTS, INC., Main st., Thomson, Ga. Truck bodies, stake and platform bodies, pickup bodies, utility trailers, farm harrows, farm wagons, automotive stampings. P. S. Knox jr., pres.; John T. Cash, vice-pres., treas., gen. mgr., sales mgr.; Guy Mims jr., secy.; J. A. Hutchinson jr., works mgr., chief engr.; John T. Cash, sales mgr. **Adv. Agcy.**—Richardson, Sanders and Sample, 101 Marietta Street Bldg., Atlanta, Ga.

KOLD-HOLD MFG. CO., 735 E. Hazel st., Lansing 4, Mich. Refrigeration truck holding plates, refrigeration lowsides, tank heating plate coil. J. R. Tranter, pres., treas., gen. mgr.; H. E. Guyselman, wks. mgr.; J. R. Tepfer, gen. sales mgr.; C. K. Davis, sales mgr., refrigeration div.; C. P. Yoder, sales mgr., platecoil div.; Mrs. L. S. Worthington, secy., adv. sales prom. and pub. rel. mgr.; C. I. Bloomquist, chief engr.; Martin C. Nolen, pur. agt.; R. Staples, traffic mgr. **Adv. Agcy.**—Jaqua Co., Grand Rapids, Mich. Robert E. Jaqua, acct. exec.

KOPPERS CO., INC., Metal Products Div., 1410 Bush st., Baltimore 30, Md. Piston rings; piston expansion equipment. Walter F. Perkins, vice-pres. and gen. mgr.; J. L. Tunstead, sales mgr.; C. B. Riddick, adv. and sales prom. mgr.; J. W. Pennington, chief engr.; B. K. Shaner, pur. agt.; L. J. Canter, traffic mgr. **Det. Rep.**—J. O. Hollis, 1312 United Artists bldg. **Adv. Agcy.**—Van Sant, Dugdale & Co., Baltimore, Md. T. F. C. Quinn, acct. exec.

KRYLON, INC., 2601 N. Broad st., Philadelphia 32, Pa. Krylon acrylic sprays, windshield sealzit. W. R. Yarnall, pres.; E. H. Kester, vice-pres.; R. D. Bond, mdse. mgr. (full charge all sales and adv.); E. Swezey, pur. agt. **Adv. Agcy.**—Gray & Rogers, Philadelphia. W. Edwards, acct. exec.

KWIK-EZEE, INC., 17 West 60 st., New York 23, N. Y. Wheel aligning equipment. Leo B. Castiglia, pres., treas., chief engr.; Joseph E. Gerry, vice-pres., gen. mgr.; John Castiglia, secy., pur. agt.; Alfred W. Piccardi, wks. mgr.; Joseph E. Gerry, sales mgr.; John Castiglia, asst. sales mgr.; Thomas Castiglia, adv. mgr.

L

L C PRODUCTS, 2232 Alvord st., Indianapolis 7, Ind. Automotive water pumps, shock absorber parts. E. W. Phillips, gen. mgr.; M. T. Pollom, works mgr.; A. I. Lewis, sales mgr.; M. W. Wells, adv. mgr.; J. D. Greenlee, chief engr.; W. L. Phipps, pur. agt.; H. L. Dailey, traffic mgr.

LACKAWANNA LEATHER CO., 700 Grand ave., Hackettstown, N. J. Genuine upholstery leather. D. S. Good, pres.; D. H. McCree, vice-pres.; R. L. Dimm jr., secy.; J. D. Woodward, treas.

LACQUERWAX CO., 31 Spruce st., Hartford 3, Conn. Liquid wax, cleaner, tar remover, glass cleaner, pumice hand soap, wiping tissue. Mrs. Arna M. Butz, pres.; G. E. Biddleman, secy.-treas. **Adv. Agcy.**—Humbert & Jones, New York, N. Y.

LaFRANCE PRECISION CASTING CO., 29th & McKean sts., Philadelphia 45, Pa. Chrome name plates. Joseph A. Teti jr., gen. mgr.; John H. Irvin, sales mgr. **Adv. Agcy.**—Gresh & Kramer, Philadelphia, Pa.

LAHER SPRING & TIRE CORP., 26th and Magnolia sts., Oakland 7, Calif. Auto springs and leaves; passenger, truck and bus batteries; passenger, truck and bus tires and tubes, brake lining and engineered sets, segments and blocks. F. J. Laher, pres., gen. and adv. mgr.; C. M. Jorgensen, vice-pres., asst. gen. mgr.; F. P. Prevost, secy.; F. E. Morarity, treas.; H. A. Johnson, vice-pres. and gen. sales mgr.; T. J. Laher, G. O. Spake, asst. sales mgrs.; O. E. Hopfer, asst. adv. mgr.; H. A. Johnson, sales prom. mgr.; H. B. Clary, chief engr.; S. W. Cobb, pur. agt.; T. J. Laher, traffic mgr. **Det. Rep.**—C. M. Jorgensen, 26th and Magnolia sts., Oakland, Calif. and L. T. Swallow, 18293 Roselawn, Detroit, Mich. **Adv. Agcy.**—O. E. Hopfer, Oakland, Calif.

LAMSON & SESSIONS CO., 1971 W. 85th st., Cleveland 2, O. Bolts, nuts, screws, cotters, rivets, screw machine products. George S. Case jr., pres.; J. F. Donahue, exec. vice-pres.; A. M. Smith, vice-pres. in chge. of mfg.; H. J. McMahon, vice-pres. in chge. of operations; R. G. Patterson, vice-pres. in chge. of sales; A. E. R. Peterka, asst. sales mgr.; W. E. Custar, asst. sales mgr.; J. G. Rayburn, mdse. dir.; J. E. Sorrell, adv. mgr.; C. L. Harvey, tech. dir.; Geo. Hinds, dir. of pur.; F. J. DeCraen, pur. agt.; M. K. DeWitt, dir. of traffic; G. C. Kramp, traffic mgr. **Det. Rep.**—Lamson & Sessions, 7-237 General Motors bldg., Detroit. **Adv. Agcy.**—Belden & Hickox, Cleveland, O. John Hickox, acct. exec.

LANAGAN & HOKE, INC., 431 E. Collom st., Philadelphia 44, Pa. Electrical automotive testing equipment. Herbert Barness, pres.; Marvin Orleans, secy.-treas.

LANCASTER LENS, THE, 220-226 W. Main st., Lancaster, O. All types of lenses including stop, dome, back-up, clearance, parking, tail, directional, fog and bullseye in all colors, design meeting S. A. E. specifications. Also all types of finishing operations on glass, including decorating, drilling, sandblasting, etc. All types of industrial glass. Robert K. Fox, pres.; W. D. Thomas, E. A. Work, vice-presidents; L. C. Bush, treas.; T. B. Kendrick, wks. mgr.; Robert K. Fox, sales mgr.; Q. P. Whipple, asst. sales mgr.; E. A. Work, chief engr.; H. W. Echard, pur. agt.; J. F. Stanhagen, traffic mgr.

LANDIS MFG. CO., Div. of Liberty Building Co., 2209 Michigan ave., Santa Monica, Calif. Jet flow exhaust systems. **Adv. Agcy.**—John Roches, Inc.

LANGLOIS BROS., 717 S. San Pedro st.,

(Continued on Page 183)

R-M "Glamour" Colors

complement the finest cars in America

While influential American women lead the way to lively new concepts of color usage, color-timid American men are being forced to abandon the dull monotony of drab, lifeless colors. That is why the manufacturers of America's finest cars are turning to deeply rich R-M "Glamour" colors . . . for added sales appeal, added user pleasure, added durability. • R-M "Glamour" colors complement the finest cars in America; boost the market value of countless products of American industrial skill.

R-M

REG. U.S. PAT. OFF.

RINSHED-MASON COMPANY

5935-71 MILFORD AVE. . . . DETROIT 10, MICHIGAN

Manufacturers of Industrial, Automotive and Architectural Paints • Lacquers • Enamels • Varnishes and Undercoats

The Saturday Evening

POST

carries more automotive advertising to more people than any other magazine

Who's Who in Auto Industry

(Continued from Page 182)

Los Angeles, Cal. Truck equipment, trailers, third axles.; school buses, transportation buses. Harry F. Langlois, Herbert N. Langlois, partners; Walter Scott, works mgr.; Fred J. Canning, sales mgr.; W. G. McMillan, pur. agt.

LANSING STAMPING CO., 1159 S. Pennsylvania ave., Lansing 2, Mich. G. F. Conway, pres., gen. mgr.; Henry Reniger, vice-pres.; G. L. Robinson, vice-pres., factory mgr.; L. S. Reese, secy., treas.; E. D. Draper, asst. secy.-treas.; F. C. Crawford, sales mgr.; O. Blost, pur. agt.

LA SALLE STEEL CO., P.O. Box 6800-A, Chicago 80, Ill. Cold finished and furnace treated alloy and carbon steel bars. T. L. Kelly, pres.; A. F. Golick, vice-pres. in chge. of sales; T. S. See, vice-pres. in chge. of operations and gen. mgr.; M. H. Bankard, adv. mgr.; E. A. Hoffman, chief prod. engr.; G. B. Smith, pur. agt. Det. Rep.—H. N. Landis, 416 New Center Bldg., Detroit 2.

LAS-STIK MFG. CO., Wayne & B, Hamilton, O. Tube repair kits, rubber cement, polishing cloths, metal cleaning cloths, vulcanizing patches, whitewall cleaning pads, car wash, top and windshield repair. Louis C. Schngen, pres., gen. mgr.; Neil L. Sohngen, vice-pres., adv., sales and sales prom. mgr.; Louis C. Sohngen jr., secy.-treas., wks. mgr., pur. agt.; Robert Wiseman, traffic mgr. **Det. Rep.**—Grantello Sales Co., Grand-Let bldg., 18501 Detroit ave., Cleveland, O. **Adv. Agcy.** — Rowe & Wyman Co., Cincinnati, O.

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LEE RUBBER & TIRE CORP., Factories: Conshohocken, Pa., and Youngstown, O. General office: Conshohocken, Pa. Motor vehicle tires and tubes, cement repair material, industrial and mechanical rubber conveyor and power belting, hose (various), extruded rubber products, etc. Albert A. Garthwaite, pres., gen. mgr.; O. S. Dollison, vice-pres.; Robert M. Brasaemle, vice-pres., chge. mgr.; Elden E. Leach, vice-pres., chge. plants; Arthur H. Nellen, vice-pres., chge. development & research; Warren Ingersoll, asst. to pres.; Arthur S. Pouchot, treas.-compt.; B. Herbert Lee, adv. mgr.; Paul Van Anda, secy.; Daniel H. Handy, asst. secy.; Joseph J. Rooney, asst. treas.; T. C. Boase, asst. secy.; J. C. Carlin, process engr.; J. J. Conway, personnel dir.; A. A. Garthwaite jr., asst. to vice-pres., in chge. of plants; Ernest M. Ikirt, gen. mgr. Republic div.; Frederick Leopold, chief engr.; J. Russell Shaw, pur. agt. **Adv. Agcy.**—Benjamin Eshleman Co., 1522 Locust st., Philadelphia, Pa.

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LEMPCO PRODUCTS, INC. (Subsidiaries: Lempco Automotive, Inc., and Evans Reamer & Machine Co.) Sales office at 5490 Dunham rd., Bedford, O. Brake drum lathes, attachments and parts, brake shoe grinders and sanders, brake lining riveters, bench grinders, clutch plate grinders, grinding and turning machines, car and truck stands, engine rebuilding equipment, reaming and honing equipment, wheel balancers, crankshaft grinders. James F. Strnad, pres.; A. B. Harding, vice-pres., sales.; John Fahey, treas.; C. D. Burdette, sales prom. and adv. F. A. Telzrow, office mgr.; A. B. Rowe, Midwestern reg. mgr.; M. A. F. Sirovica, Northeastern reg. mgr.; P. A. Varley, Southeastern reg. mgr.; Bert Walker, Western reg. mgr. **Adv. Agcy.**—Carpenter Advertising Co., Cleveland O.

LIBBEY-OWENS-FORD GLASS CO., Nicholas bldg., Toledo 3, O. Polished, color clear polished, and colored polished plate glass; transparent mirrors; heat tempered polished plate glass; safety glass; insulating glass units; window glass; structural glass; bullet resisting glass; patterned and wire glass; glass doors, film-covered electricity-conducting glass. John D. Biggers, pres.; D. H. Goodwillie, exec. vice-pres.; L. G. Bryan, vice-pres.; H. H. Baker, vice-pres. and secy.; S. S. Wall, vice-pres.; C. W. Davis, vice-pres.; F. E. Cazayoux, compt. and treas.; G. P. MacNichol jr., vice-pres., chge. of sales; E. M. Everhard, gen. mgr. (distributor sales); J. M. Johns, gen. mgr. (industrial sales); A. P. Plant, asst. to gen. mgr. (industrial sales); Frank R. Hawkins, adv. mgr.; Don McAnally, asst. adv. mgr.; Earl Aiken, sales prom. mgr.; John Drake, chief engr.; J. C. Diehl, pur. agt.; John A. Faller, traffic mgr.; J. M. Ashley, pub. rel. mgr. **Det. Rep.**—S. S. Hall. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. E. V. Cariquist and C. H. Day, acct. execs.

LIGGETT SPRING & AXLE CO., Monongahela, Pa. Axles for trailing vehicles of all types, leaf springs of all types, drop forgings. Charles E. Dexter jr., pres.; Marc J. Sandler, vice-pres. & treas.; Frank L. Seamans, secy.; Henry C. Winfield, plant mgr.; E. I. Graham, asst. secy., adv. mgr., export mgr.; J. D. Searles, dir. of pur. **Adv. Agcy.**—Lando Adv. Agency, 801 Grogan bldg., Pittsburgh, Pa., and Caldwell, Larkin & Co., Inc., Merchants Bank bldg., Indianapolis 4, Ind.

LIGGETT SUPPLY & EQUIPMENT CO., Elkhart, Ind. Complete running gear for trailers. Charles E. Dexter jr., chmn. of bd. of dir.; Marc J. Sandler, pres.-treas.; Leonard Dexter, vice-pres., gen. mgr. (Affiliate of Liggett Spring & Axle Co., Monongahela, Pa.)

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LINCOLN ENGINEERING CO., 5701 Natural Bridge ave., St. Louis 20, Mo. Lubricating equipment; grease fittings; grease guns, manual and power operated; pumps (grease, oil, transfer, underbody coating materials); air, grease and oil hose. Alex P. Fox, pres.; Foster Holmes, vice-pres. in chge. sales, treas.; Carl H. Mueller, secy.; E. P. Stuart, gen. sales mgr.; John Renner, sales mgr. auto div.; Arthur R. Kloos, adv. mgr.; Clark Schelp, sales prom. mgr.; Geo. Hubbard, special automotive rep.; John E. Casey, special automotive representative; Jos. Jenkins, serv. mgr.; L. C. Rotter, chief engr.; D. K. Howell, pur. agt.; Vernon Hudder, traffic mgr. **Det. Branch Mgr.**—Morgan Lawton, 8627 Woodward ave. **Adv. Agcy.**—Oakleigh R. French & Assoc., St. Louis, Mo. A. Maescher jr., acct. exec.

LINCOLN-MERCURY DIV. of Ford Motor Co., 6200 W. Warren ave., Detroit 32, Mich. Lincoln and Mercury cars. Benson Ford, vice-pres., gen. mgr., Lincoln-Mercury div.; S. W. Ostrander, mgr. of operations; Morgan Collins, div. controller; N. S. Brown, gen. mfg. mgr.; D. E. Irwin, mgr., ind. rel.; Joseph E. Bayne, gen. sales mgr.; A. H. Crowley, asst. gen. sales mgr.; R. F. G. Copeland, adv. and sales prom. mgr.; W. G. Licht, drl. adv. mgr.; J. B. Millis, pub. rel. mgr.; E. D. Longenecker, nat'l serv. mgr.; E. A. Erickson, parts and acc. mgr.; H. H. Foster, gen. pur. agt.; R. P. Powers, forward prod. production engrg. mgr.; Grouer Spilman, quality control mgr.; W. A. Keller, nat'l use car mgr.; C. J. Isett, div. traffic mgr. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., Detroit, Mich. William P. Lewis, acct. exec.

LINK-BELT CO., Executive office: 307 N. Michigan ave., Chicago 1, Ill. Automotive timing chains, conveyors and power transmission machinery. Geo. P. Torrence, pres.; R. F. Bergmann, vice-pres. engrg; H. L. Hoefman, vice-pres. mfg.; H. E. Kellogg, vice-pres. and treas.; B. V. Jones, adv. mgr.; **Indianapolis Plant:** 220 S. Belmont ave., Indianapolis 6. F. H. Spencer, sales mgr.; W. G. Bailey, asst. sales mgr., automotive and diesel chains. **Detroit District Office and Factory Branch Store:** George Paige, mgr., 5938 Linsdale ave., Detroit 4. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., Inc., Milwaukee 4, Wis. B. E. Hotvedt, acct. exec.

LINN COACH & TRUCK DIV., Great American Industries, Inc., 443 Chestnut, Oneonta, N. Y. Low floor, front wheel drive trucks. William H. Buck, gen. mgr.; James M. Friery, div. compt.; Frank E. Humphries, chief engr.; John C. Christensen, plant mgr.

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Who's Who in Auto Industry

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LIQUID GLAZE, INC., 704 Sheridan st., Lansing 6, Mich. Protection treatment products for automobile finishes. John J. Mitchell, pres.; Maxwell E. Ross, secy.-treas.; Edward Hodowaine, sales mgr.

LISLE CORP., 807 E. Main st., Clarinda, Ia. Magnetic plugs, ridge reamer, cylinder hone, pin hole hone, rod aligner, brake cylinder hone, glaze breaker, Chevrolet valve guide driver, valve guide cleaner, wet honing machine, Ford sleeve inserter. C. V. Lisle, pres., gen. mgr.; J. R. Arthur, vice-pres.; T. E. Brooks, secy., chief engr.; E. G. Thompson, wks. mgr., pur. agt.; Edwin Lisle, sales mgr.; O. S. Gregory, adv. mgr. **Det. Rep.**—Harvey J. Nestle, 16141 Harper ave., E. Detroit. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia. J. S. McLaren, acct. exec.

LITHO-PAINT POSTER CO., 525 Noble st., Chicago 22, Ill. Advertising displays for automotive dealers and national advertisers. Mrs. Fern Kyle, pres. and treas.; Harry Coleman, vice-pres. sales and prom. mgr.; E. S. Laverty, secy. and pur. agt. Det. Rep.—C. W. Lasher Jr., Evanston, Ill.

LITTELFUSE, INC., 4757 Ravenswood ave., Chicago 40, Ill. Fuses and mountings for radio, electronic and automotive fields; testing devices. E. V. Sundt, pres.; T. M. Blake, vice-pres., treas.; D. G. Turmail, secy.; J. D. Hughes, vice-pres. in chge. of sales; R. E. Abbott, asst. sales mgr.; D. Schaible, pur. agt. **Adv. Agcy.**—Burton Browne Adv., Chicago, Ill.

LITTLE GIANT PRODUCTS, INC., 1530 N. Adams, Peoria 3, Ill. Third axles, hand hoists, hand winches, frame extensions, sweepers. H. G. Sharp, pres.; Walter J. Becker, chmn. of bd.; M. S. Sharp, secy.-treas.; R. T. Williams, vice-pres.; R. E. Casey, sales mgr.; R. E. Jackson, serv. mgr.; H. Burd, parts and acc. mgr.; Gilbert Pacey, prod. mgr. **Adv. Agcy.**—Mace Advertising Agcy., Peoria, Ill.

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LUCAS ELECTRICAL SERVICES, INC., 653 Tenth ave., New York 19, N. Y. Distribution of electrical spare parts for British trucks, automobiles and motorcycles manufactured by the parent concern, Joseph Lucas, Ltd. A. B. Waring, pres.; W. G. Owen, vice-pres.

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LUMITE DIV., Chicopee Mfg. Corp. of Ga., 40 Worth st., New York 13, N. Y. Automobile seat cover material and upholstery. G. O. Lienhard, pres.; H. H. Purvis, vice-pres. in chge. of mfg.; George C. Riegger, treas.; J. F. Nicholl, vice-pres. and gen. mgr.; George H. Day II, vice-pres. and gen. sales mgr.; James W. Veeder, adv. and sales prom. **Det. Rep.**—Harold W. Brown, 2983 E. Grand blvd., Detroit, Mich. **Adv. Agcy.**—Geyer, Newell and Ganger, Inc., New York City, N. Y. William Mason, acct. exec.

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MAGUIRE CO., INC., WALTER, 60 E. 42nd st., New York 17, N. Y. Detroit Office: 12147 Manor ave., Detroit 4, Mich. Cortland emery aggregate for Emeri-Crete heavy duty floors. Walter R. Maguire, pres.; Alfred Foster, vice-pres.; Mrs. Melinda E. Maguire, secy.-treas.; Alfred Foster, gen. mgr.; Henry L. Boselli, wks. mgr. **Mich. Rep.**—Russ Brown.

MALL TOOL CO., 7740 S. Chicago ave., Chicago 19, Ill. A. W. Mall, pres.; Ralph Schwass, vice-pres.; W. H. Sanders, secy.-treas.; Einar Larson, E. E. Reinke asts. **Det. Rep.**—Mall Tool Co., 8635 Gratiot ave., Detroit.

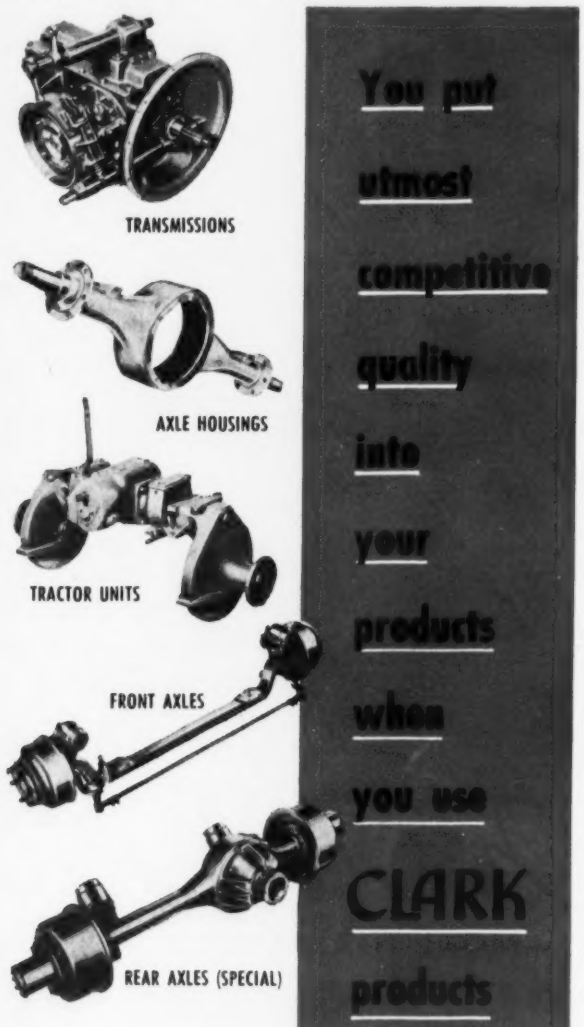
MALSBARY MFG. CO., 845 92nd ave., Oakland 3, Calif. Steam chemical cleaners, steam vapor cleaners, high pressure combination cleaners. A. E. McIntyre, pres.; Walter Taylor, vice-pres.; M. K. Dugener, sales mgr.; Walter F. Malsbary, treas. **Adv. Agcy.**—George McNutt Agency, Oakland, Calif.

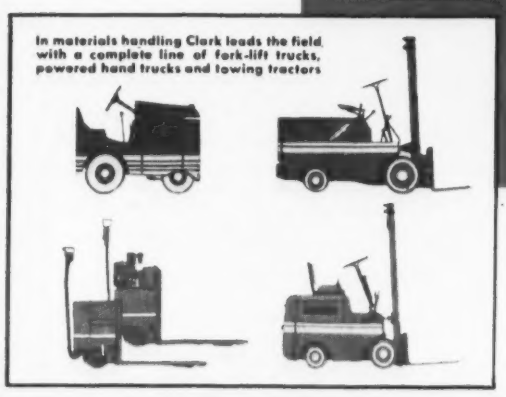
MANBEE EQUIPMENT DIV. General sales office: 185 N. Wabash ave., Chicago, Ill. Factory: Rock Island, Ill. Wheel balancers, wheel aligning equipment and frame straightening equipment. J. H. Pereue, sales mgr.; C. R. MacMillian, chief engr. **Adv. Agcy.**—Allbright Assoc., Chicago, Ill.

MANLEY MFG. DIV., American Chain & Cable Co., Inc., 1100 E. Princess st., York, Pa. Hydraulic jacks, hydraulic presses, engine stands, floor cranes, wrecking cranes, tire inspections, chain hoists, trestles. W. F. Wheeler, pres.; C. N. Johns (N.Y.), A. P. Hall (N.Y.), W. D. Kirkpatrick (York, Pa.), vice-presidents; A. C. Laske, secy.; Stanley Mann (Bridgeport), treas.; W. W. Berchtold (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport), adv. mgr. **Adv. Agcy.**—Reincke, Meyer & Finn Inc., Chicago 11, Ill. Wallace Meyer, acct. exec.

MANSFIELD TIRE & RUBBER CO., Mansfield, O. Tires and tubes. G. W.

(Continued on Page 185)





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- Made to meet exacting standards of car manufacturers. Won't rust or rattle

AUTO VENTSHADE CO.
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Who's Who in Auto Industry

(Continued from Page 184)

Stephens, chrm.; J. S. Wainwright, vice-pres.; H. B. Soulen, pres., factory mgr.; J. H. Hoffman, secy., treas.; E. E. Stevens, gen. mgr.; H. L. Mahoney, adv. and sales prom. mgr.; J. M. Slattery, pur. agt.; C. K. Smaltz, traffic mgr.; John Schroeder, pub. rel. mgr. **Det. Rep.**—F. D. Boals. **Adv. Agcy.**—Coleman Todd & Assoc., Mansfield, O. Joe McLean, acct. exec.

MANZEL, 315 Babcock st., Buffalo, N. Y. **Force feed lubricators, chemical feeders, hydraulic floor cranes, hydraulic jacks; special tools for Ford, Lincoln-Mercury automobiles; hydraulic valves, wire reels, shop equipment. Ralph F. Peo, pres.; Herbert H. Roosa, gen. mgr.; Merle J. Timmerman, sales automotive div.; Robert Meyers, sales, Lubricator div. Det. Rep.—John Sullivan, 5227 Schaefer rd., Dearborn, Mich. Adv. Agcy.—Baldwin, Bowers & Strachan, Inc., 374 Delaware ave., Buffalo, N. Y.**

MAREMONT AUTOMOTIVE PRODUCTS, INC., 1600 S. Ashland ave., Chicago 8, Ill. Leaf and helper springs, axle U-bolts, spring parts, tire tools, exhaust mufflers, tail and exhaust pipes, muffler clamps and repair kits. Howard E. Wolfson, pres.; Arnold H. Maremont, exec. vice-pres. and treas.; M. A. Wolfson, vice-pres.; Jerome M. Comar, vice-pres. and secy.; J. C. Grace, controller; T. A. Goodridge, asst. to pres.; C. A. Klaus, dir. of automotive replacement sales; Jas. F. Flanagan, asst. dir. of automotive replacement sales; Gail H. Hedrick, chief muffler engr. and original equipment muffler and tailpipe sales mgr.; John Bartuska, chief spring engr. and original equipment spring sales mgr.; W. L. Stout, agricultural sales dir.; R. M. Schutz, adv. and pub. rel. mgr.; J. Theodore Wolfson, export sales dir.; R. A. Graham, dir. of central engrg.; Jack Griffith, traffic mgr. **Adv. Agcy.**—Melamed-Hobbs-Livingston and Baskin, Inc., Minneapolis, Minn.

MARINE AND INDUSTRIAL ENGINE DIV., Chrysler Corp., 12200 E. Jefferson ave., Detroit 31, Mich. Marine and industrial engines. R. T. Keller, pres.; D. A. Wallace, Nicholas Kelley jr., and A. Loofbourrow, vice-presidents; C. C. Williams, gen. mgr.; G. R. Linska, secy. and treas.; G. W. Troost, compt.; E. E. Trittschuh, sales mgr., marine engines; J. Hammelef, sales mgr., industrial engines; J. H. Caron, dir. of adv. **Adv. Agcy.**—Zimmer-Keller, Inc. Harry W. Calvert, acct. exec.

MARION METAL PRODUCTS CO., Cheney ave., Marion, O. **Steel dump bodies and hydraulic hoists. J. M. Strelitz, pres.; G. E. Herr, vice-pres., gen. mgr.; J. L. Halberstein, secy.; R. J. Graham, treas.; L. C. Dickerson, works mgr.; H. H. Jacobs sales mgr.; R. E. Craven, chief engr.; R. L. Henninger, pur. agt.**

MARLIN-ROCKWELL CORP., 402 Chandler st., Jamestown, N. Y. **Ball and roller bearings. S. W. Brandel, pres.; W. B. Mead, sec., treas.; L. A. Cummings, vice-pres., works mgr.; H. A. Johnston, vice-pres., gen. sales mgr.; Chas. W. Rauch, adv. mgr.; Daniel Gurney, vice-pres., dir. of engrg.; C. A. Berg, pur. agt. Det. Rep.**—Marlin-Rockwell Corp., 3082 E. Grand blvd. **Adv. Agcy.**—Griffith & Rowland, Jamestown, N. Y.

MARMON-HERRINGTON CO., INC., 1511 W. Washington st., Indianapolis 7, Ind. **Electric trolley coaches, motor coaches, heavy duty all-wheel drive trucks, light duty multi-stop deliver-all trucks; conversion of Ford trucks to all-wheel drive. D. M. Klausmeyer, pres.; Seth Klein, vice-pres. in chge. production; C. Alfred Campbell, vice-pres. in chge. of truck sales; Charles Guernsey, vice-pres. in chge. of transit sales; Wm. P. Nottingham, secy.; G. C. Dixon, treas.; C. Alfred Campbell, sales and adv. mgr.; Edward F. Ray, asst. sales mgr.; Harold B. Blank, service and parts and acc. mgr.; George H. Freers, chief engr.; A. O. Standiford, pur. agt.; E. M. Guinn, traffic mgr. Adv. Agcy.** — Caldwell-Larkin Co., Inc., Indianapolis, Ind. John Merkle, acct. exec.

MARQUETTE MFG. CO., INC., 307 E. Hennepin ave., Minneapolis 14, Minn. A.C. arc welders, welding accessories, oxyacetylene welding equipment, acetylene generators, battery chargers (all types), welding electrodes, welding rods, auto towing and tractor-strip. H. J. Lange, pres., gen. mgr.; R. B. Niles, vice-pres.; H. S. Petersen, secy.; O. H. Hansen, treas.; S. J. Gravelle, wks. mgr.; M. H. Potter, vice-pres., sales mgr.; H. A. Anderson, asst. sales mgr.; F. C. Marsh, adv. mgr.; E. F. Salomonson, pur. agt. **Adv. Agcy.**—Olmsted & Foley, 1200 Second ave. S., Minneapolis, Minn.

MARSHALL-ECLIPSE DIV., Bendix Aviation Corp., Cohoes and Tibbits aves., Green Island, Troy, N. Y. Passenger car brake lining, heavy-duty truck and bus brake lining, airplane brake lining, railroad and industrial brake lining. H. C. Hodson, secy.; F. C. Weyburne, gen. mgr.; H. Stolar, wks. mgr.; D. E. Stuart, sales mgr.; B. W. Klein, asst. chief engr.; L. H. Goyette, asst. sales mgr.; A. J. Roemer, serv. mgr.; D. J. Bonawit, chief engr.; E. A. Martin, pur. agt.; C. S. Ferguson, tech. dir.; T. E. Shelly, traffic mgr. **Det. Rep.**—D. E. Stuart, 8-205 General Motors bldg., Detroit. **Adv. Agcy.**—McManus, John & Adams, Detroit. Ray Blackwell, acct. exec.

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MARSON CORP., 115 Mill st., Revere 51, Mass. Sanding devices, grinders, back-up plates, Zip-in welts, Impactools. L. S. Lewis, pres.; Joe Cooper, vice-pres.; Irving Cooper, secy., sales mgr.; Nathan Matz, gen. mgr. **Adv. Agcy.**—Cory Snow, Inc., Boston, Mass. Cory Snow, acct. exec.

MARTIN QUICK TRIM CO., 8637 W. Third st., Los Angeles 48, Calif. Quick-trim replacement fender welt, "Multi-Tool." W. L. Martin, pres.; Wm. G. Christensen, vice-pres.; B. J. Martin, secy.-treas.; Fred Benno, sales mgr. **Adv. Agcy.**—The Edwards Agency, 435 S. La Cienega blvd., Los Angeles 48, Calif.

MARTIN SENOUR CO., Automotive Div., 2520 Quarry st., Chicago 8, Ill. Hi-solids lacquer colors, lacquer and synthetic enamel undercoats, synthol enamel colors, blacks, thinners, reducers, specialties. W. M. Stuart, pres.; J. R. Rawley, asst. to pres.; E. Garman, treas.; Don A. Seeley, gen. mgr. (automotive div.); J. R. Degnan, asst. mgr.; H. L. St. Onge, adv. mgr. **Adv. Agcy.**—MacFarland Aveyard, Chicago, Ill. W. Power, acct. exec.

MARVEL - SCHEBLER CARBURETOR DIV., 1910 St. John Flint 2, Mich. Carburetors. S. W. Gray, pres.; W. E. Walpole, secy.-treas.; Neil M. Hurry, sales mgr. **Adv. Agcy.**—Price, Hedrick & Tanner, Saginaw, Mich.

MASLAND DURALEATHER CO., Amber and Willard sts., Philadelphia 34, Pa. DURAN all-plastic upholstery material, Durasol plastic coated fabric. Walter Masland, pres.; R. P. Masland, vice-pres.; Luther W. Shadle, secy.-treas.; Albert C. McCoy, sales engr.; J. A. Shadle, sales and adv. mgr.; M. B. McMeekin, asst. sales mgr.; William W. Day, asst. adv. mgr.; George Sweet, pur. agt.; Walter Uhlig, traffic mgr. **Det. Rep.**—Lester J. Colby, 710 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fox & Mackenzie, Philadelphia, Pa. Jack Schoeninger, acct. exec.

MASLAND & SONS, C. H., Springs rd., Carlisle, Pa. Broadloom Wilton rugs, broadloom velvet rugs, automobile carpet, sportswear. F. E. Masland jr., pres.; C. H. Masland II, M. H. Masland jr., vice-presidents; R. F. Masland jr., secy.-treas.; Ralph Mair, wks. mgr.; James Dolan, sales mgr.; George R. Butler, asst. sales mgr.; Frank Black, chief engr.; James Prescott jr., pur. agt.; Paul Brehm, asst.; Richard Nickum, traffic mgr.; Albert Carriere, pub. rel. mgr. **Det. Rep.**—James Auchterlonie, 624 Book bldg. **Adv. Agcy.**—Anderson and Cairns, Inc., New York, N. Y. Karl Knipe, acct. exec.

MASTER MANUFACTURING CO., 1300 E. ave. A, Hutchinson, Kan. Machine tool attachments, lathe attachments for milling and grinding, internal keyseater and slotting equipment, geared dividing heads, thread milling attachments, tool post grinders. Charles H. Hill, pres.; H. Lee Hill, gen. and sales mgr.; Hue Whited, adv. mgr.; Don Morton, chief engr.; Hugh Mackey, pur. agt. **Adv. Agcy.**—Lago & Whitehead Co., Wichita, Kan.

MASTER PRODUCTS MFG. CO., 3480 E. 14th st., Los Angeles 23, Calif. Sectional filing equipment, Metal-tab indexes, paper punches, sales cases, sales binders, spark plug cleaners, piston resizers. Allan O. Marsh, pres. and gen. mgr.; Joseph Kreuter, vice-pres.; V. L. Knight, secy. and treas.; J. F. Peyton, sales mgr.; Harry Panfill, chief engr.; R. H. Bunker, pur. agt.; R. Doane, traffic mgr. **Adv. Agcy.**—Waldie & Briggs, Inc., Chicago, Ill. George Briggs, acct. exec.

MATHER SPRING CO., 939 Wolcott blvd., Toledo 10, O. Leaf and torsion springs for cars, trucks and buses. Gordon M. Mather, pres.; Henry T. Mather, vice-pres. and treas.; Rathbun F. Mather, secy.; William H. Durham, asst. secy. and asst. treas.; Philip Hendrickson wks mgr.; George B. Secor, sales and adv. mgr.; R. W. Nilsson, chief engr.; M. H. Schreiner, pur agt.; Guerman H. Hodgson, asst. pur. agt.

McCABE-POWERS AUTO BODY CO., 5900 N. Broadway, St. Louis 15, Mo. Public utility bodies, pole trailers, hydraulic towers, aerial ladders, utility service bodies, commercial bodies, trailers, dump trailers. Edward J. Powers jr., vice-pres.; John J. Powers, secy.-treas.; F. A. Wagenfuehr jr., compt.; Anthony T. Tasch, wks. mgr.; R. Brooke Daly, R. J. Sonderman, sales mgrs.; R. H. Calvin, adv. mgr.; J. Sanda, serv. mgr.; R. Vohsen, parts and acc. mgr.; R. Bakula, chief engr.; J. J. Stead, pur. agt.; H. L. Todd, pub. rel. mgr. **Adv. Agcy.**—Krupnick & Associates, St. Louis, Mo. Harvey Brown, acct. exec.

McCORD CORP., Riopelle at E. Grand blvd., Detroit 11, Mich. Gaskets, radiators, refrigeration and air conditioning, unit heaters, mechanical lubricators. A. C. McCord, chmn. of bd.; W. G. Hancock, pres.; P. L. Barter, vice-pres.; J. H. Cooper, vice-pres. of engrg.; Arnold A. Appleford, secy.; J. H. Cavanaugh, treas.; W. E. Imhoff, repl. sales mgr.; F. McMillan, refr. sales mgr.; R. H. McGeorge, unit heater sales mgr.; Edwin O. Bodkin, adv. and sales prom. mgr.; D. Pyke, pur. agt.; E. Walters ,asst.

McCREIGHT PRODUCTS, A. N., 301-3 W. Washington ave., DuBois, Pa. Auto door covers, outdoor theater rain car shades, transparent seat covers. Andrew North McCreight, pres.; Emmett Lawless, vice-pres.; Ann McCrea, secy.-treas.; Richard Clyde, gen. mgr.; Herbert Cochran, wks. mgr.; Richard W. Lott, sales mgr.; Homer Edner, asst. sales mgr.; Joseph Colonese, adv. mgr.; Bill Osterlund, sales prom. mgr.; Dave Kessler, traffic mgr. **Adv. Agcy.**—Daniel A. Sullivan Agency, Pittsburgh, Pa. Dan Sullivan, acct. exec.

McCULLOCH MOTORS CORP., 6101 W. Century blvd., Los Angeles 45, Calif. Target aircraft engine lawn mower engines, power chain saws, pumps and earth drills. Robert P. McCulloch, pres.; John L. Ryde, vice-pres., chief engr.; J. L. Hegener, secy.-treas.; G. C. Robechaud, wks. mgr.; C. F. Breer, sales mgr.; J. B. Pegram, asst. sales mgr.; F. L. Kasten, serv. mgr.; S. H. Egbert, pur. agt.; C. L. Hammond, asst.; J. W. Rusch, traffic mgr. **Adv. Agcy.**—West-Marquis, Inc., Los Angeles, Calif. Donald McKenzie, acct. exec.

McDONOUGH MFG. CO., 1500-1600 Galloway st., Eau Claire, Wis. Drill grinder, vertical band resaws. Louise W. Kildahl, pres.; John L. Kildahl, vice-pres., sales mgr., pur. agt.; F. R. Kildahl, secy.-treas.; Earl C. Beckman, chief engr.

McINERNEY SPRING & WIRE CO., 655 Godfrey ave., S. W., Grand Rapids 2, Mich. Cushion spring constructions, upholstered cushions, trim wires. J. L. McInerney, pres., gen. mgr.; M. L. Keller, exec. vice-pres.; R. N. Alt, vice-pres. in chge. pur., ind. rel.; J. M. McInerney, vice-pres., chge. mfg.; W. K. McInerney, vice-pres., chge. operations; R. E. Ringgenberg, vice-pres., chge. sales; E. D. Tobin, secy.-treas.; R. N. Alt, adv. mgr.; H. L. Rhinerson, pur. agt. **Det Rep.**—R. E. Ringgenberg, 911 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Wesley Aves & Assoc., Grand Rapids, Mich.

McKAY CO., 1005 Liberty ave., Pittsburgh 22, Pa. Tire chains and accessories, metal-fil, metal-fil thinner, wax and chrome cleaners. James C. McKay, pres., treas. and gen. mgr.; T. J. McKay jr., and R. Peck, vice-presidents; F. C. Smith, asst. to pres.; F. A. Kaufman, gen. sales mgr.; L. McKay, sales prom. mgr.; B. L. Nunnally (York plant) and W. G. Hardy (McKees Rocks plant), wks. mgrs.; John Lehr, pur. agt. **Adv. Agcy.**—Smith, Taylor & Jenkins, Pittsburgh, Pa. Jules Petrencs, acct. exec.

McLOUTH STEEL CORP., 300 S. Livernois ave., Detroit 17, Mich. Hot and cold rolled carbon sheet and strip steel, stainless sheet and strip steel. Donald B. McLouth, pres.; Merlin A. Cudlip, vice-pres. and treas.; Louis E. Moultane, vice-pres. and secy.; Ivor Bryn, vice-pres. of operations; C. Thorne Murphy, asst. secy.

McQUAY-NORRIS MFG. CO., 2320 Marconi ave., St. Louis 10, Mo. Piston rings, pistons, piston pins, pin bushings, expanders, set screws, lock rings, wet and dry cylinder sleeves, valves, valve guides, springs, keepers, bearings, shims, water pumps, parts, bolts and bushings, wheel suspension parts, under-chassis parts. A. J. Mummert, pres.; C. R. Wippern, exec. chge. of adv.; B. A. Yates, vice-pres., chge. of mfg.; L. T. Cummings, vice-pres., chge. of Connersville div.; R. F. Crom, vice-pres., chge. of Indianapolis div.; R. F. Jacobson, secy.-treas.; D. M. Smith, dir. ind. sales.; J. C. Taschler, asst. mgr. of ind. sales. **Industrial Sales Rep.**—W. H. Leininger, 8101 Military ave., Detroit, Mich.; J. F. Dindorf, 3626 N. Sherman blvd., Milwaukee, Wis.; H. D. Reading, 356 S. Hampton rd., Columbus, O.; R. D. Wainwright, 1339 W. Big Bend rd., Kirkwood, Mo. R. E. Rippley, asst. mgr. of repl. sales; J. V. Cassani, dir. of mkt. research; W. C. Knoebel, chief prod. engr.; G. E. Leutwiler, chief serv. engr.; D. M. Crimmins, pur. agt. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo. James Wilson, exec. vice-pres.

MECHANICS UNIVERSAL JOINT DIV., Borg-Warner Corp., 2020 Harrison ave., Rockford, Ill. Universal joints and propeller shafts for automobiles, trucks, tractors, farm machinery, industrial machinery and airplanes. G. C. Gridley, pres. and gen. mgr.; C. E. Palmer, vice-pres., works mgr.; Fred M. Potgieter, vice-pres., sales; C. F. Schwartz, secy.-treas.; W. J. Simpson, sales and adv. mgr.; L. C. Lindvahl, serv. mgr.; E. B. Anderson, chief engr.; E. O. Van Dusen, pur. agt. **Det. Rep.**—Wm. L. Bartholomew, 7-234 General Motors bldg. **Adv. Agcy.**—W. A. Pitschke, 626 Garfield ave., Rockford, Ill.

MERCURY ELECTRIC CORP., 719 Wyandotte, Kansas City 6, Mo. A. C. arc welders, armature growlers, battery testers, cell testers, circuit testers, electric fans, battery chargers, generator testers, magnetizers, metal bonders, steam cleaners, volt-amp testers. A. Leslie Chambers, pres. and treas.; E. W. James, secy.; R. W. Joyce, serv. parts and acc. mgr. and pur. agt. **Det. Rep.**—C. C. Joslyn, 21736 Snow ave., Dearborn, Mich.

METAL ARTS CO., INC., 742 Portland ave., Rochester 21, N. Y. Name plates, advertising specialties, service and safety awards. Charles Jack, pres., secy., adv. mgr.; Russell Jack, vice-pres.; John L. Jack, treas.; Robert L. Jack, gen. mgr.; C. W. Jack, sales mgr.; Lew Villard, pur. agt. **Adv. Agcy.**—Hutchins Advertising Agency, Rochester, N. Y.

METAL AUTO PARTS CO., INC., 1428 W. Henry st., Indianapolis 7, Ind. Automobile fenders, hoods, body parts and miscellaneous large stampings, commercial bodies. W. B. Ansted jr., pres.; L. E. Clark, exec. vice-pres.; C. A. Myers, vice-pres., sales, mfg.; L. B. Rueter, chief engr.; G. S. Digel, vice-pres., pur.

MICHIGAN BUMPER CORP., 740 Ann st., N. W., Grand Rapids 2, Mich. Bumpers and bumper brackets. C. A. Woodhouse, pres.; S. W. Judd, secy.; V. L. Green, treas.; C. R. Housdorfer, wks. mgr. and chief engr.; L. Esch, pur. agt.

MICHIGAN STEEL TUBE PRODUCTS CO., 9450 Buffalo st., Detroit 12, Mich. Electric resistance welded steel tubing, fabricate tubing for following articles: automobile exhaust pipes, muffler tail pipes, propeller shafts, steering jackets, gas tank filler pipes. Charles E. Miller, pres., gen. mgr.; George L. Miller, vice-pres. in chge. of sales, adv. mgr.; Harry J. Longeway, secy.-treas.; H. Beardsley, wks. mgr.; C. Jones, chief engr.; Walter Wnuk, J. Walton, pur. agts. **Det. Rep.**—John A. Smith, 9450 Buffalo st. **Adv. Agcy.**—Alfred Caldwell, Detroit, Mich.

MICROMATIC HONE CORP., 8100 Schoolcraft ave., Detroit 4, Mich. Honing machines, tools, fixtures and parts; abrasives. Kirke W. Connor, pres. and gen. mgr.; Don S. Connor, vice-pres.; Gerald Carlisle, secy.; A. J. Prentice, treas.; Herman Thaler, factory mgr.; Farrel B. Weber, sales mgr.; W. J. Pinkerton, adv. and pub. rel. mgr.; Wm. H. Harris jr., chief engr.; R. W. Gauss, pur. agt. **Adv. Agcy.**—L. S. Martz, 1601 Fisher bldg., Detroit, Mich.

MICRON MACHINE CORP., 116 Imlay st., Brooklyn 31, N. Y. Automobile arm rests. Frederic Lissau, pres.; Harry E. Noethling, secy.; Jeanette C. Geoffrey, asst. sales mgr.

MID-CONTINENT PETROLEUM CORP., Fourth and Boston sts., Tulsa, Okla. D-X, Diamond and Power motor oils, lubricating gasoline, greases, industrial oils. Robert W. McDowell, pres.; T. E. Fitzgerald, vice-pres.; E. M. Rouzer, secy.; Charles Klein, treas.; Glenn E. Wynn, refinery mgr.; Douglas C. Wixson, gen. sales mgr.; N. B. Ingram, asst. gen. sales mgr.; Dale C. Rogers, adv. and sales prom. mgr.; Paul E. Yard, asst. adv. mgr.; C. F. Niessen, asst. sales prom. mgr.; J. W. Basore, lubricants and fuels mgr.; W. G. Warnock, pur. agt.; C. W. Wallace, asst.; L. W. White, traffic mgr. **Adv. Agcy.**—R. J. Potts-Calkins & Holden, Kansas City, Mo. J. B. Woodbury, acct. exec.

MIDLAND STEEL PRODUCTS CO., Madison and W. 106th st., Cleveland, O. Automobile frames for passenger cars, truck and trailers; axle housings for passenger cars; heavy, medium and light stampings; power brake equipment for trucks, buses and trailers; door operating equipment for buses. E. J. Kulas, pres.; W. A. McKinley, vice-pres., dir. of sales, engrg.; D. S. Greer, vice-pres. and treas.; R. C. Artner, vice-pres.; J. W. Reavis, secy.; A. E. Kerckhoff, pur. agt. **Det. Rep.**—W. A. McKinley, H. E. Schach, 6660 Mt. Elliott ave., Detroit 11, Mich. **Adv. Agcy.**—Sweeney & James, Cleveland, O. T. M. Gregory, acct. exec.

MIDWEST BODY & MFG. DIV., Paris, Ill. Farm truck bodies, stake bodies, automotive stampings, dimensional lumber. E. S. Grumbache, gen. mgr.; S. C. Japinga, works mgr.; J. V. Norton, sales mgr.; C. E. Ashley, adv. mgr.; S. Q. Larsen, chief engr.; C. LaBounty, pur. agt. **Adv. Agcy.**—R. L. Polk Co., Detroit, Mich. R. Silbar, acct. exec.

MILEY CO., INC., L. J., 18 S. Sangamon st., Chicago 7, Ill. Brake lining, brake shoes, rebuilt cylinders. Mrs. Myrtle Miley, pres.; Walter Sommers, vice-pres., secy.; E. G. Jacobs, treas., gen. mgr.; E. Jandacek, wks. mgr.; W. R. Brightmire, sales mgr.; Henry Nolte, pur. agt. **Adv. Agcy.**—Ross Llewylin, Chicago, Ill.

MILFORD CRANE & MACHINE CO., INC., 143 Buckingham ave., Milford, Conn. Milford dual service truck with dual front axle, two-way cab and special frame, designed to carry a crane and a load. Made in two sizes: 33,000 G.V.W. and 48,000 G.V.W. J. W. Wunsch, pres.; James Moffatt, vice-pres. and gen. mgr.; Samuel Wunsch, secy. and treas.; E. Jacoby, adv. and sales prom. mgr.; Mjorn Moller, bkpr. **Adv. Agcy.**—Harry Hurst Adv., New York, N. Y.

MILLER MFG. CO., 5919 Tireman ave., Detroit 4, Mich. Special service tools and equipment. Kardek car-top luggage carriers. J. W. McDougal, pres. and gen. mgr.; E. J. Wright, vice-pres. and sales mgr.; W. J. Griffin, secy.; O. H. Morton, treas.; E. Day, wks. mgr.; L. D. Warke, export sales mgr.; E. Braun, chief engr.; S. F. Thompson, pur. agt. **Adv. Agcys.**—Frederick L. Lawrence, Fox Theater bldg., and Chas. Hendricks, Lafayette bldg., Detroit, Mich.

MILWAUKEE ELECTRIC TOOL CORP., 5316 W. State st., Milwaukee 8, Wis. Portable electric and pneumatic tools. A. F. Siebert, pres.; L. H. Erickson, vice-pres. and wks. mgr.; R. L. Siebert, gen. mgr., secy.-treas.; Curtis Meyer, sales mgr.; A. A. Meyers, adv. mgr.; A. Bucholz, serv., parts and prod. mgr.; E. Bistow, chief engr.; Louis Fix, pur. agt. **Det. Rep.**—J. M. Smith, 3842 Grand River, Detroit, Mich. **Adv. Agcy.**—Klau, Van Pietersom, Dunlop, Milwaukee, Wis. Harry Adams, acct. exec.

MINIT-MAN, INC., 427 Penobscot bldg., Detroit 26, Mich. Minit-Man automatic car washers. Leo J. Rousseau, pres.; E. J. Rousseau, secy.; R. J. Rousseau, treas.; L. I. Grady, gen. mgr.; E. E. Cloutier, compt.; J. A. Pillon, sales mgr. **Adv. Agcy.**—Active Associates, Detroit, Mich. E. E. Cloutier, acct. exec.

MINNESOTA AUTOMOTIVE, INC., 1101 N. Front st., Mankato, Minn. Mico power brake cylinder, brake lock, No Creep, roll stop, front brake control, No Stuk. A. T. Hansord, pres.; K. C. Glaser, secy. and treas.; I. B. Chandler, works mgr.; G. J. McGrath, sales and adv. mgr. **Det. Rep.**—D. J. Clifford, 901 Fisher Bldg., Detroit, Mich. **Adv. Agcy.**—Baxter & Daline, 6th floor, Dyckman Hotel, Minneapolis, Minn. Wm. L. Baxter, acct. exec.

MINNESOTA MINING & MFG CO., 900 Fauquier ave., St. Paul 6, Minn. Technical coated abrasive, flint and emery coated abrasives; masking, electrical and other industrial pressure-sensitive tapes; adhesives; rubberized protective coating; masking paper; apron taper; fiber packing; reflective sheeting; pigments. William L. McKnight, chmn. of board; A. G. Bush, chmn. exec. comm.; R. P. Carlton, pres.; L. A. Hatch, vice-pres. and coordinator research and new prod. development; H. P. Buetow, exec. vice-pres. for finance; G. H. Halpin, exec. vice-pres. for sales; John A. Borden (tape div.), Bert S. Cross (Scotchlite), Joseph C. Duke (abrasives), Arthur E. Eggert (pub. rel.), George H. Halpin (dir. of sales), Ivan C. Lawrence (personnel (admin.), C. P. Pesek (engrg.), C. B. Sampair (production), Louis F. Weyand (adhesives and coatings div.), vice-presidents; Charles O. Moosbrugger, adv. mgr.; B. B. Countryman, pur. dir.; Frank O'Neill, traffic mgr. **Adhesive and Coating Div.**—Louis F. Weyand, vice-pres., 411 Piquette ave., Detroit 2, Mich. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, Minneapolis, Minn. Porter Harder, acct. exec. McManus, John and Adams, Fisher bldg., Detroit. William Bachman, acct. exec.

MODERN ACCESSORIES CO., 3839 S. Madison ave., Norwood 12, O. Arm rest covers, kick pads, pockets. H. W. Underwood and Walter Broker, partners. **Adv. Agcy.**—Wilson Advertising Agency, Cincinnati, O. Ross Wilson, acct. exec.

MODERN ENTERPRISES, 7409 N. Interstate, Box 5643, Portland, Ore. Manufacturers and distributors simpl-filer auto glass patterns and specialties.

(Continued on Page 186)

Have you investigated the new GABRIEL HYDR-O-SHOX using a patented piston with an O-Ring seal which provides highly uniform ride control at all speeds and all driving temperatures?
THE GABRIEL COMPANY
CLEVELAND 3, OHIO

Who's Who in Auto Industry

(Continued from Page 185)

MODERN MACHINE TOOL CO., Water st., Jackson, Mich. Cutting-off machines for tubing, rod and pipe; safety drill tables. W. G. Walker, pres.; H. G. Walker, gen. mgr.

MODERN SELLING METHODS, INC., 1202 Dahlia dr., Louisville, Ky. New and used car order pads, salesman's prospect book, used car control system, "Lets-Trade" proposals. Ben. F. Long, pres., gen. mgr.; D. G. Adams, secy.-treas. **Adv. Agcy.**—Mullican Co., Louisville, Ky. Howard Perry, acct. exec.

MODINE MFG. CO., Racine, Wis. Engine cooling radiators, oil coolers, heat exchangers, aftercoolers, unit heaters, convector radiators, heating and cooling coils. A. B. Modine, chmn. of bd.; C. T. Perkins, pres.; A. F. Thompson, exec. vice-pres.; G. H. Jackson, vice-pres., chge. of pur.; A. G. Dixon, vice-pres. and secy.; E. G. Rutherford, treas.; W. J. Burke (automotive), O. E. Desmond (heating), sales mgrs.; M. J. Druse, adv. mgr.; A. L. Junion, serv. mgr.; B. Spieth, chief engr.; T. B. Anderson, pur. agt.; A. B. Arnold, chief engr., automotive div.

MOLINE TOOL CO., 102 20th st., Moline, Ill. Multiple spindle straight line and universal joint drilling and tapping machines; multiple and single spindle cylinder boring machines; multiple and single spindle honing machines and hones; special milling equipment; horizontal way type drilling, boring, reaming and tapping machines; special machines in general for drilling, boring, tapping and honing. C. R. Rosborough, pres. and gen. mgr.; O. R. Reller, vice-pres.; W. C. Rosborough, vice-pres., treas.; J. B. Rosborough, vice-pres.; I. F. Nelson, pur. agt.; C. E. Parkhurst, chief engr.; D. C. Eipper, asst. chief engr. **Det. Rep.**—Motch & Merryweather Machinery Co., 2842 W. Grand blvd., Detroit 2, Mich. **Adv. Agcy.**—Ross Llewellyn, Inc., Chicago, Ill.

MONARCH GOVERNOR CO., 1832 W. Bethune, Detroit 6, Mich. Engine governors and automobile accessories. J. W. Anderson jr., pres. and gen. mgr.; S. W. Anderson, vice-pres.; A. S. Anderson, secy.; J. W. Ansama, treas.

MONROE AUTO EQUIPMENT CO., E. First st., Monroe, Mich. Hydraulic shock absorbers; hydraulic easy-riding seats for tractors and trucks and military vehicle; sway bars; material handling equipment, including steel skid boxes, pallets, platforms; hydraulic lifts; molded rubber products. Brouwer D. McIntyre, pres. and gen. mgr.; Wm. D. McIntyre, vice-pres. and treas.; C. S. McIntyre, vice-pres., chge. of sales, and secy.; A. F. Meyer, vice-pres.; Geo. M. Streicher, vice-pres., wks. mgr.; J. E. Bickel (replacement div.), sales mgr.; A. A. Ballantyne, adv. and sales prom. mgr.; C. S. McIntyre III, serv. mgr.; C. J. Smith, vice-pres., chief engr.; G. J. Henrich, vice-pres. and pur. dir. **Adv. Agcy.**—Ewell & Thurber Assoc., 520 Madison ave., Toledo, O. W. B. Landis, acct. exec.

MONTPELIER MFG. CO., Montpelier, O. Motor vehicle conversions, urban panel and house-to-house delivery bodies. G. L. Hill, pres.; M. H. Schwartz, vice-pres.; H. A. Schwartz, secy. and gen. mgr.; John C. Rundell, pub. rel.; E. C. Robertson, sales mgr.; Kenneth Harman, chief engr.; Robert Treer, pur. agt.

MOOG INDUSTRIES, INC., 6650 Easton ave., St. Louis 14, Mo. Leaf, coil, helper springs; coil action points; tie rod ends; spring shackles; king bolt kits; piston rings. H. P. Moog, pres.; A. A. Apple, vice-pres. and gen. mgr.; A. M. Goetz, secy.; H. C. Moog, treas. and pur. agt.; George E. Baumgartner, gen. supt.; J. B. Bushyhead, sales mgr.; Charles Farina, spring supt. **Adv. Agcy.**—Maxwell Adv. Co., St. Louis 2, Mo. J. E. Maxwell, acct. exec.

MORAINE PRODUCTS DIV., General Motors Corp., 1420 Wisconsin blvd., Dayton 1, Ohio. Hydraulic brake controls, brake assemblies, hydraulic brake fluids, engine bearings, powder metal products, friction plates for automatic transmissions, metallic filter media, rolled bronze products. B. A. Brown, gen. mgr.; A. L. Ward, plant mgr.; R. O. Yost, sales mgr., adv. mgr.; C. T. Sillin, serv. mgr.; H. D. Glass, asst. serv. mgr.; J. A. Lignian, chief engr.; J. H. Weyer, pur. agt.; P. Boorom, asst.; J. O. Faris, traffic mgr.; W. E. Taylor, pub. rel. mgr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich. W. E. White, acct. exec.

MORRISON STEEL PRODUCTS, INC., 601 Amherst st., Buffalo 7, N. Y. Metal stampings for trucks, automotive and general use; utility truck bodies and accessories (trade name "Carry-All"); warm air forced draft and gravity; gas and oil fired furnaces (trade name: "Mor-Sun"); sectional steel overhead garage doors (trade name: "Roly Door"); J. Morrison, chmn.; S. Morrison, pres.; I. Morrison (mfg.), A. J. Harsch (engr.), M. J. Kohnstamm (dir. of pur.), vice-presidents; C. O. Rainey, secy.-treas.; S. Morrison, sales mgr., contract stamping div.; Larry J. Brennan, sales mgr., "Carry-All" div.; Gene Brown, sales mgr., "Mor-Sun" div.; Morey Morrison, sales mgr., "Roly Door" div.; Arthur P. Ennis, serv. mgr.; Norman H. Siegel, chief engr.; A. S. Pezoldt, pur. agt.; C. R. Natal, traffic mgr. **Adv. Agcy.**—Roizen Advertising Agency, Inc., Buffalo, N. Y.

MORSE CHAIN CO. DIV., Borg-Warner Corp., Ithaca, N. Y.; also 7601 Central ave., Detroit 8, Mich. Timing chain and sprockets, roller chain and sprockets, flexible couplings. F. M. Hawley, pres. and gen. mgr.; J. N. Candler, vice-pres., asst. gen. mgr.; W. M. Reynolds, secy.-treas.; R. J. Howison, vice-pres., gen. sales mgr.; E. W. Deck (Ithaca), vice-pres.; M. V. Durkin (Detroit), vice-pres., chge. of mfg.; I. A. Horton (Detroit), adv. mgr.; T. A. Fowler (Detroit), serv. mgr.; N. C. Bremer (Ithaca), chief engr.; R. W. Appleton (Ithaca), pur. agt.; J. L. Clark (Detroit), asst.; T. A. Richards (Ithaca), traffic mgr.; D. E. Burgess, asst. secy. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. L. Grant Hamilton, acct. exec.

MORTELL CO., J. W., 550 N. Hobbie ave., Kankakee, Ill., Lyndhurst, N. J. E. E. Mortell, pres. and gen. mgr.; Livingston Ross, vice-pres.; G. A. Peterman, asst. secy.; J. L. Mortell, secy.-treas.; George Mann, wks. mgr.; J. E. Ashton, vice-pres. & sales mgr.; C. P. Springer, eastern mgr.; K. D. Rouble, asst. sales mgr.; T. D. Kilburn, mdse. mgr.; G. R. Peterman, pur. agt.; J. Wilbur, Mortell, asst. pur. agt.; A. T. Vogelsang, traffic mgr. **Det. Rep.**—P. Mettetal, 12045 Twelfth st., Detroit, Mich. **Adv. Agcy.**—Weston-Barnett, Inc., Chicago, Ill. A. C. Barnett, acct. exec.

MOTO-SWAY CORP. OF AMERICA, 205 Pasadena ave., South Pasadena, Calif. lubrication equipment, car washers, glazers and waxers, engine cleaners, truck-o-mats, wheel balancing equipment. A. M. Markus, pres. & treas.; Lee B. Markus, vice-pres. & secy.; W. Miller, wks. mgr.; A. L. Stuart, sales mgr.; Jack Crosley, adv. mgr.; W. Miller, serv. mgr.; E. Aron, chief engr.; Rudolph Veyser, pur. agt.; N. Fife, asst. pur. agt.; T. Schneider, traffic. mgr. **Adv. Agcy.**—Jack Crosley, Hyland Park, Los Angeles, Calif.

MOTOR GENERATOR CORP., Troy, O. Air compressors; buffers and grinders; battery chargers, motor generator type; generators, AC and DC; motor generator sets, all types; power plants. O. H. Menke, pres.; D. W. Baker, vice-pres. and sales mgr.; G. O. Williams, secy.; D. C. Jenkins, treas. **Adv. Agcy.**—Ralph Dalton & Assoc., Troy, O.

MOTOR PRODUCTS CORP., 11801 Mack ave., Detroit 14, Mich. Trim mouldings, instrument panels, ventilators, miscellaneous automobile parts. A. L. Lott, pres.; L. G. Jacques, exec. vice-pres.; D. J. Bracken, vice-pres. and gen. mgr.; E. M. Fitzgerald, vice-pres. and dir. of sales; Sherwin A. Hill, secy.; L. J. Sorenson, treas.; R. P. Ewart, vice-pres. and sales mgr.; G. E. Lott, vice-pres., dir. of pur.; L. A. Fill, chief engr.; A. Brady, personnel dir.

MOTOR SPECIALTIES CORP., 12255 E. Eight Mile rd., Detroit 5, Mich. Automatic screw machine products. C. W. Beck jr., pres., gen. mgr.; J. C. Lobdell, vice-pres., secy., sales mgr.; Orlo Rice, treas.; M. Popovich, pur. agt.

MOTOR WHEEL CORP., 735 E. Saginaw st., Lansing 3, Mich. Wheels, hubs, brake drums, heating appliances and pressed metal parts. J. E. Garlent, pres. and gen. mgr.; M. F. Cotes, exec. vice-pres.; C. C. Carlton, vice-pres., secy.; D. L. Porter, vice-pres., treas.; C. S. Holden, vice-pres. (sales); J. H. Hunt, vice-pres. (engrg.); J. A. Watson, vice-pres. (automotive mfg.); R. A. Cole, vice-pres. (DuoTherm mfg.); Glenn Sanford, L. O. Benner, asst. sales mgrs.; Karl Egeler, sales mgr.; L. C. Vandertill, adv. mgr.; J. J. McPeak, serv. mgr.; H. W. McKeague, dir. of purchases; C. C. Richardson, J. W. Withrow, N. J. Gibbins, asst. pur. agts.; George Bleibtrev, traffic mgr. **Det. Rep.**—C. S. Holden, 546 New Center Bldg., Detroit 2, Mich. **Adv. Agcy.**—Young & Rubican, Inc., Chicago, Ill.

MOTOROLA, INC., 4545 W. Augusta blvd., Chicago 51, Ill. FM two-way mobile radiotelephone; automobile broadcast receivers; home radios, broadcast FM, television receivers. P. V. Galvin, pres.; R. W. Galvin, exec. vice-pres.; Walt Stellner, Elmer Wavering, Frank J. O'Brien, D. E. Noble, George MacDonald, vice-presidents; Charles Green, secy.; Geo. MacDonald, treas.; Walter B. Scott, wks. mgr.; Wm. Kelley (home and auto div.), Eugene S. Goebel (communications div.), sales mgrs.; E. L. Redden, adv. mgr.; A. T. Alexander, serv. mgr.; Frank Uhrus, parts and acc. mgr.; Jack Davis, prod. mgr. radio div.; Ed Passow, prod. mgr. TV div.; William Arnos, pur. agt. **Adv. Agcy.**—Gourfain-Cobb, Chicago, Ill. Ed Gourfain jr., acct. exec.

MOTORS METAL MFG. CO., 5936 Milford ave., Detroit 10, Mich. Sheet metal stampings and assemblies; hoods, fenders, engine pans, running boards, body stampings, radiator shells and all similar parts. Dr. Robert R. McMath, chrmn. of bd.; S. J. Menzel, pres. and gen. mgr.; Nelson C. Johnson, vice-pres. and secy.; Harold G. Shaw, treas.; E. J. Sullivan, wks. mgr.; Ferris Fick, sales and adv. mgr.; Vincent A. Corrado, chief engr.; Ian F. Wilson, pur. agt.

MURLINTITE, INC., 1947 Broadway, New York, N. Y. Automotive undercoating. Walter H. Niles, pres. & sales mgr.; Rose Niles, secy.-treas.; Frank Lam, gen. mgr.; Herman Brenner, asst. sales mgr.; Jack Siegel, svc. mgr.

MURRAY CORP. OF AMERICA, 7700 Russell st., Detroit 11, Mich. Automotive: Cushion and back springs frames, stamped body parts and assemblies, fenders, hoods; tools, dies, jigs and fixtures. B. C. Gould, pres.; C. D. Widman, vice-pres., secy.-treas.; C. H. Menge, vice-pres. (sales); A. A. Derse, vice-pres. (mfg.); Wade N. Harris, vice-pres. (auto. oper.); T. W. Hardy, vice-pres., mgr. (home appliance div.); J. H. Barrett, controller; C. S. McDermott, dir. pur.; N. A. George, dir. indus. rel.; F. W. Hall (body div.), A. P. Nacy (fender div.), J. A. Basher (spring div.) H. G. Schultz (frame div.), G. S. Moore (tool div.).

MUSKEGON MOTOR SPECIALTIES CO., 2314 Tyson st., Jackson, Mich. Machining crankshafts, camshafts and parts. C. J. Huebner, pres. and gen. mgr.; Roy V. Pangborn, W. J. Bemb, vice-presidents; T. R. Oakes, treas.; D. F. Morse, sales mgr.; G. C. Saltarelli, secy.; B. C. Evans jr., chief engr.; H. C. Conklin, pur. agt. **Det. Rep.**—W. J. Bemb, Houdaille-Hershey Corp., 1500 Fisher bldg., Detroit 2, Mich.

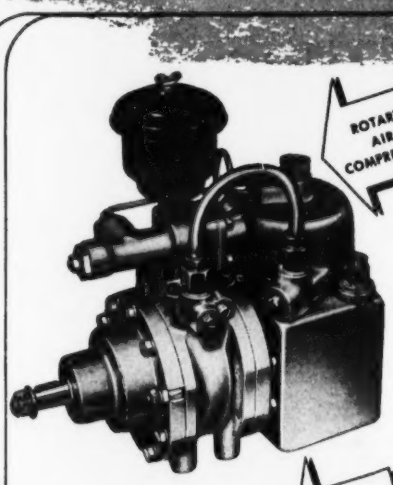
MUSKEGON PISTON RING CO., Sixth and Alpha, Muskegon, Mich. Piston rings. T. E. McFall, pres.; H. G. Vaughan,

(Continued on Page 187)

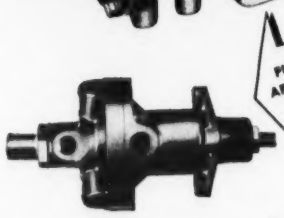
Wagner Air Brakes

OFFER YOU AN ADDED PROFIT OPPORTUNITY

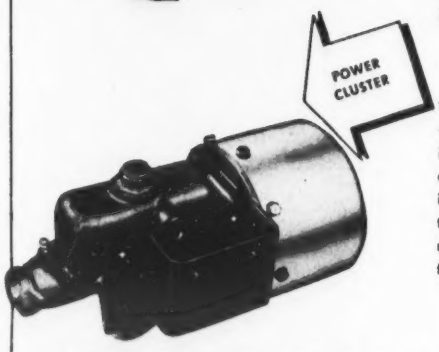
...Install them on every heavy-duty vehicle you sell



The Wagner Air Brake System is the only system that has the Rotary Air Compressor. It is the heart of the system and assures a sufficient quantity of air at all times. Compactly built, it mounts snugly under the hood and can be either belt or direct-driven.



Converts 100 pounds per square inch of air pressure into 1500 pounds per square inch of hydraulic pressure.

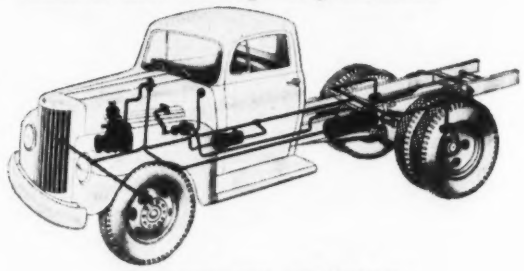


Simplifies installation—Designed to mount in place of the master cylinder without drilling holes or cutting through floor. It connects to the present foot pedal.

The knowledge gained by Wagner Engineers in more than 20 years of manufacturing brakes and complete braking systems for passenger cars and heavy-duty vehicles is reflected in the outstanding performance of Wagner Air Brakes.

The installation of Wagner Air Brakes on every new truck, tractor, trailer or bus you sell can be profitable to both you and the vehicle operator. It is a proven fact that Wagner Air Brakes have been singularly successful in reducing operating costs. Cost-wise operators will be quick to see their advantages and economies. Tell vehicle operators the Wagner Air Brake Story, for in addition to the many benefits to the operator, Wagner Air Brakes offer you an added profit opportunity.

Wagner Air Brakes are widely advertised and nationally accepted for their dependability. In the trucking industry everywhere—on all types of heavy-duty vehicles, Wagner Air Brakes are establishing outstanding economy records for brake performance under the most severe operating conditions.



EASY TO INSTALL

Wagner Air Brakes are engineered for easy installation. All parts of the system are designed to fit into position with little or no drilling or tapping and the complete system can be installed with a minimum of labor and time. Complete kits are available for all popular makes of heavy-duty vehicles. These kits contain all parts, connection and brackets as well as simple, easy-to-follow instructions and, remember, each kit contains the famous Wagner Rotary Air Compressor—the most reliable air compressor available.

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Who's Who in Auto Industry

(Continued from Page 186)

G. W. Lundeen, vice-presidents; G. A. Fifield, secy.; H. P. Gangwer, treas.; P. S. Lane, dir. of research; J. A. Nadeau, pur. agt. **Det. Reps.**—W. A. Clouser, A. V. Jackson, G. S. Oliver, John Morrow, 521 New Center bldg. **Adv. Agcy.**—Behel & Waldie & Briggs, Inc., Chicago, Ill. George L. Briggs, acct. exec.

MUSTANG MOTORCYCLE CORP (subsidiary of Gladden Products Corp.), 635 W. Colorado blvd., Glendale 4, Calif. Motorcycles (lightweight), deliverycycles (3-wheel pickup and delivery type). John N. Gladden, pres., gen. mgr.; E. F. Hamilton, secy.-treas.; Charles R. Gardner, works mgr.; F. K. Woll, sales and adv. mgr.; B. J. Richards, asst. sales mgr.; Howard Forrest, chief engr.; Howard Burrell, pur. agt.; Charles Farnam, asst. **Adv. Agcy.** — Hixon & Jorgensen, Inc., Los Angeles, Calif. D. W. Parmalee, acct. exec.

MUTUAL BROADCASTING SYSTEM, 1440 Broadway, New York 18, N. Y. Frank White, pres.; E. A. Antrim, secy.; James Wallen, treas.; Adolph Hult, vice-pres., sales; Robert A. Schmid, vice-pres., adv. planning research and pub.; William Fineshriber, vice-pres., prog., news & spe. events; E. M. Johnson, vice-pres., station relations.

N

NASH MOTORS DIV., Nash-Kelvinator Corp., 14250 Plymouth rd., Detroit 32, Mich. Passenger cars. George W. Mason, pres.; H. G. Perkins, A. M. Wibel, R. A. DeVlieg, H. C. Doss, N. E. Wahlberg, H. A. Lewis, vice-presidents; Horace J. Mellum, secy.; Godfrey Strelinger, treas.; E. W. Bernitt, John Welland, Campbell Wood, gen. wks. mgrs.; L. H. Finkler, factory supt.; H. C. Doss, sales mgr.; Floyd Sease, asst. sales mgr.; N. F. Lawler, adv. dir.; J. B. Huntress, adv. mgr.; W. A. Cook, serv. mgr.; R. M. Hendrixson, parts mgr.; Meade Moore dir. of research; Floyd Kishline, chief engr.; James Lee, pur. agt.; Loren Hunt, bus. mgt. dir.; Fred L. Black, W. G. Haworth, pub. rel. mgrs. **Adv. Agcy.**—Geyer, Newell & Ganger Inc., New York, N. Y. John McQuigg, acct. exec.

NASON, R. N., & CO., 151 Potrero ave., San Francisco 3, Calif. Automotive paint and lacquer products, complete line of all trade sales products. W. W. Holt, pres.; G. W. Fuller, vice-pres.; A. J. Hunter, secy.; W. P. F. Brawner, treas.; D. D. Elliott, gen. sales mgr.; E. E. Ehlers (dist. sales mgr.). N. and central calif.; W. C. Kenton, E. Barsetti, E. F. Pless, sales mgrs.

NATIONAL ACME CO., 170 E. 131st st., Cleveland 8, O. Multiple and single spindle bar and chucking machines; self-opening threading dies and collapsible taps; thread rolling machines; limit switches; solenoids; screw products; centrifuges. F. H. Chapin, pres.; C. W. Simpson, exec. vice-pres.; T. L. Strimple, secy.; G. J. Steinbicker, treas.; A. E. Drissner, vice-pres. and chief engr.; B. H. Ayers, vice-pres., wks. mgr.; R. R. Rhodehamel, gen. sales mgr.; A. E. Henn (machinery div.), H. F. Fussner (threading div.), A. J. Park (electrical div.), asst. sales mgrs.; L. E. Honeywell, adv. and sales prom. mgr.; E. W. Hull, asst.; F. J. Jenness, sales serv. mgr.; R. J. Gosling, pur. agt.; J. C. Skalnic, Roy Waltz, asts.; F. Mesojedic, traffic mgr.; H. O. Anderson, per. mgr. **Det Rep.**—S. E. Casson, mgr., 2826 E. Grand blvd., Detroit 11, Mich. **Adv. Agcy.**—Fuller, Smith & Ross, Cleveland, O. Jackson Hazlewood, acct. exec.

NATIONAL ADVERTISING CO., Waukesha, Wis. Highway displays on a rental service basis. H. P. Buetow, pres.; P. M. Magoon, vice-pres. & gen. mgr.; Bert S. Cross, vice-pres.; Lee Larson, vice-pres. & dir. of sales; H. R. Larson vice-pres.; A. R. Malsomson, vice-pres.; J. L. Hayes, vice-pres.; John Connolly, secy.; L. B. Gehrke, treas., asst. secy. and contr.; R. H. Tucker, asst. secy.; F. B. Mooers, asst. treas. and dir. of oprs.; L. M. VerPlank, gen. sales mgr.; William K. Ryan, adv. and sales prom. mgr.

NATIONAL AUTOCRAFT MFG. CO., 2710 N. Orange ave., Orlando, Fla. Universal body moulding clip kit and replacement fender welt, windshield wiper control, window handle crank, door locking and instrument panel dash knobs, fasteners—license plate, Ford door lock repair kit (1949 Fords), door sill moulding covers, slip-on armrest covers. Charles D. West, pres., sales mgr.; Stanley A. Webb, vice-pres.; F. P. West, secy., treas.; C. E. Burrell, gen. mgr.; S. A. Webb, pur. agt. **Det. Rep.**—James I. West, Hotel Detroit-Leland. **Adv. Agcy.** — Robert Hammond Associates, Orlando, Fla.

NATIONAL AUTOMOBILE TRANSPORTERS ASSN., 2627 Cadillac Tower, Detroit 26, Mich. W. H. Boutell, chmn. of bd.; F. E. Wolverton, vice-chmn.; Horace Taylor, secy.; H. G. Rice, treas.; R. E. Belser, gen. mgr.; E. R. Reeves, dir. accident prevention.

NATIONAL AUTOMOTIVE FIBRES, INC., 19925 Hoover, Detroit 5, Mich. Complete automotive trim, insulation and cardboard parts, automotive fabrics and carpet, J. R. Millar, pres.; R. J. Stack, exec. vice-pres.; J. H. Grut, secy. and treas.; J. C. Boiles, vice-pres., sales mgr.; E. P. Bolen, chief engr.; L. R. Singler, pur. agt. A. H. Rhodes, traffic mgr.; G. N. Lindner, pub. rel. mgr.

NATIONAL AUTOMOTIVE MANUFACTURING & ENGINEERING CORP, 205 Pasadena ave., South Pasadena, Calif. Moto-Sway lubricating equipment, Spray-Foamatic spray guns, Truk-O-Mat's, Spray-Foam Jr., home spray guns, Spray-Foam washing compounds, Moto-Lite license frames, Quick-On couplers, MSF concentrates, Moto - Glaze compounds, grease Hypo-Jectors. Alexander M. Markus, pres.; W. Miller, plt. supt.; Lee B. Markus, secy.-treas.; K. Nelson, chief engr.; R. Keyser, comptr.; Jacob M. Schneider, traffic mgr. **Adv. Agcy.**—J. T. Crossley Co., Los Angeles 42, Calif.

NATIONAL BROADCASTING COMPANY, INC., A Service of RCA, 30 Rockefeller Plaza, New York 20, N. Y. Niles Trammell, chmn. of bd.; Joseph H. McConnell, pres.; Charles R. Denny, exec. vice-pres.; John H. McDonald, adm. vice-pres., chge. finance, treas.; William F. Brooks, vice-pres., chge. pub. rel.; Sydney H. Eiges, vice-pres., chge. press; Frank M. Russell, vice-pres. at Washington, D. C.; Harry C. Kopf, vice-pres., chge. cent. div. at Chicago; John K. West, vice-pres., chge. western div. at Hollywood; John F. Royal, vice-pres.; James M. Gaines, vice-pres., chge. owned and operated stations; Sylvester M. Weaver, vice-pres. for television; Edward D. Madden, vice-pres., chge. TV network operations and sales; George H. Frey, vice-pres., chge. TV network sales; John K. Herbert, vice-pres., chg. radio network sales; Edward R. Hitz, eastern TV network sales mgr.; Walter D. Scott, eastern radio network sales mgr.; James V. McConnell, dir. spot sales dept.; George W. Wallace, mgr. radio adv. & prom.; Norman W. Glenn, supr. of radio network sales prom.; G. P. Steel, supr. of radio audience prom.; James H. Nelson, mgr., television adv. and prom.; John F. Hurlbut, supr. television audience prom.; Allen Hurlburt, art dir.; Edward Antonioli, prom. prod. mgr. **Adv. Agcy.**—J. Walter Thompson Co., 420 Lexington ave., New York 17, N. Y. Ezra McIntosh, vice-pres., acct. exec.

NATIONAL CARBON DIV., Union Carbide and Carbon Corp., 30 East 42nd st., New York 17, N. Y. Anti-freezes, flashlights, flashlight batteries. J. M. Spangler, pres.; C. O. Kleinsmith, vice-pres.; A. C. Bryan, sales mgr.; F. W. Berdan, asst. sales mgr., A. J. Housman, adv. mgr. **Adv. Agcy.**—Wm. Esty & Co.

NATIONAL CASH REGISTER CO., Main and K sts., Dayton 9, O. Accounting machines, adding machines, cash registers. S. C. Allyn, pres.; R. S. Oelman, exec. vice-pres.; John M. Wilson, sales vice-pres.; Robert E. Cowden jr., secy.; G. R. Lohnes, treas.; W. T. Bahl, vice-pres., mfg.; L. S. McCallister, asst. sales mgr.; G. W. Head, adv. mgr.; Leigh Metcalfe, asst.; H. E. Paul, serv. mgr.; H. D. Hussey, pur. agt.; E. H. Voehringer, traffic mgr.; J. K. Owen, pub. rel. mgr. **Det. Rep.**—G. F. Rogers, branch mgr., 3456 Woodward ave. **Adv. Agcy.**—McCann-Erickson, Inc., New York 20, N. Y. Royal Alderman, acct. exec.

NATIONAL LIFT CO., 225 Madison st., Waukesha, Wis. Hydraulic hoist for pickup trucks, hydraulic hoist for 1½- and 2-ton platform trucks, hydraulic endgate for pickup trucks. E. F. Fisher, pres.; A. J. MacDonald, vice-pres. and gen mgr.; R. E. Morris, sales mgr.; P. W. Trush, adv. mgr.; W. P. Ferris, sales mgr., ind. div.; M. R. Krasno, chief eng.; R. Bolder, factory supt.; H. King, pur. agt. **Adv. Agcy.**—Mautner, Milwaukee, Wis.

NATIONAL MACHINE & TOOL CO., 4077 Page ave., Jackson, Mich. Service tools. William Becker, pres. & gen. mgr.; Paul Becker, vice-pres.; Robert Becker, secy.-treas.; R. E. Hall, sales & adv. mgr.; Richard Becker, chief engr. **Det. Rep.**—Cliff-Johns, 387 Eason. **Adv. Agcy.**—Jepson-Murray Adv., Lansing, Mich. Kim Jepson, acct. exec.

NATIONAL MACHINE WORKS, INC., 1800 S. Broadway, Oklahoma City, Okla. Drive shaft bushing and seal assemblies, transmission case ball seats, drive shaft housing repair kits, drive shaft housing repair units and special pinion bearing assemblies, special engineering and manufacturing facilities for new machine products. Theodore C. Gerner, pres., gen. mgr., chief engr.; D. I. Johnson, vice-pres.; William D. Estes, secy.-treas.; R. W. Losey, sales and adv. mgr.; Luther A. Harrison, order clerk. **Adv. Agcy.**—Galloway-Wallace, Graniff bldg., Oklahoma City, Okla. Hugh M. Wallace, acct. exec.

NATIONAL MALLEABLE & STEEL CASTINGS CO., 1600 Quincy ave., Cleveland 6, O. Cleve H. Pomeroy, pres. and treas.; W. H. Moriarity, vice-pres., chge. of sales; W. L. Woody, vice-pres., chge. of operations; J. A. Slater, asst. to pres.; R. C. Hobson, K. M. Smith, asssts. to vice-pres.; A. E. Field, secy.; L. A. Pomeroy jr., traffic mgr.; H. N. Whitmore, mgr. of inspection; H. A. Schwartz, mgr. of research; W. W. MacMillen, gen. pur. agt.; K. L. Selby, chief engr.; H. L. Mausk, gen. mgr. of sales, railway div. **Adv. Agcy.**—Palm & Patterson, Inc., Fidelity bldg., Cleveland 14, O. T. King-Hedinger, acct. exec.

NATIONAL MOTOR BEARING CO., INC., Box 1030, Redwood City, Calif. Oil and fluid seals, laminated shims, precision molded rubber products. L. A. Johnson, pres. & gen. mgr.; D. O. Johnson, vice-pres.; J. Nichols, secy. & asst. sales mgr., ind. div.; Milton Bulkeley, treas.; B. W. Holmes, wks. mgr.; P. Q. Wray, sales mgr., replacement div.; R. E. Wolcott, pur. agt.; Chas. Topper, traffic mgr.; Horace Kiser, pub. rel. mgr. **Det. Rep.**—E. F. Riesing, Hal H. Klein, Nelson B. Nelson, 726 Lothrop. **Adv. Agcy.**—L. C. Cole—Adv., San Francisco, Calif. L. C. Cole, acct. exec.

NATIONAL PLASTIC PRODUCTS CO., Odenton, Md. Saran fibre for seat coverings, welt for piping and soundproofing. Ephraim Winer, pres.; Lee Samler, tech. dir.; Francis V. Ulrich, sales mgr.; James Richards, adv. mgr.; Donald Anderson, dir. of pur. **Adv. Agcy.**—MacManus, John & Adams, Baltimore, Md. Fred Hatch, acct. exec.

NATIONAL RIVET AND MFG. CO., 21 E. Jefferson, Waupun, Wis. All types of rivets. A. G. Gibbons, pres. and gen. mgr.; J. A. Zeratsky, vice-pres.; A. W. Fairchield, secy.; H. C. Engelbracht, treas.; J. A. Zeratsky, works mgr.; E. J. Maitre, sales mgr.; J. P. Torres, adv. mgr.; H. Hanson, chief engr.; B. H. Bredeson, pur. agt.; H. C. Engelbracht, traffic mgr. **Det. Rep.**—S. J. Roberts, 5-259 General Motors Bldg. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill.

NATIONAL STEEL CORP., 2800 Grant Bldg., Pittsburgh 19, Pa. E. T. Weir, chmn. of board; G. R. Fink, pres.; T. E. Millsop, J. A. Henry, vice-presidents; M. E. Arden, secy.; F. M. Hesse, vice-pres. and treas.; Paul E. Shroads, compt. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich.

NATIONAL SYSTEM OF GARAGE VENTILATION, INC., 318 N. Church st. Decatur, Ill. Underfloor and overhead exhaust removal equipment for automotive service shops. Frank M. Tenney, pres.; A. G. Towne, secy., gen. mgr., sales mgr.; Frank M. Tenney, treas. **Adv. Agcy.**—Biddle Co., Bloomington, Ill. Lee Ferris, acct. exec.

NATIONAL TUBE CO. (United States Steel Corp. Subsidiary), Frick Bldg., Pittsburgh, 19, Pa. Seamless steel tubing, Electric-welded tubing. J. E. Goble, pres.; W. F. McConnor, exec. vice-pres.; F. L. Wiegand, jr., secy.; H. J. Hirshman, treas.; W. J. McKee, sales mgr.; W. L. Schaeffer, adv. mgr.; L. V. Johnson, chief engr.; J. F. Dailey, pur. agt.

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Who's Who in Auto Industry

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Det. Rep.—J. G. Morrison, General Motors bldg., Detroit 2, Mich.

NATIONAL WHEELS & PARTS MFG. CO., INC., 1808-12 S. Michigan ave., Chicago 16. Hub caps, wheel covers, gas tank caps, radiator caps, exhaust pipe extensions, wheel studs and nuts. J. A. Anderson, pres.; F. J. Wasil, works mgr. and pur. agt.; E. Strom, sales, adv. and traffic mgr. **Adv. Agcy.**—Raymond C. Hudson & Associates, Chicago, Ill.

NATKIN & CO., 1601 S. Hanley rd., St. Louis 17, Mo. Automotive service merchandisers, work benches, portable service benches, steel paneling and appearance servicers. S. J. Shure, pres.; J. A. Richardson, gen. sales and adv. mgr.; George Snarr, pur. agt. **Det. Rep.**—R. E. Woods, 1296 Argentine rd., Linden, Mich. **Adv. Agcy.**—Padco Advertising Co., St. Louis, Mo. Paul Kranzberg, acct. exec.

NEALON, FRANK A., ASSOCIATES, 2111 Woodward ave., Detroit 1, Mich. National automotive sales. Frank A. Nealon. **Adv. Agcy.**—Stemar Co., Chicago, Ill. Arnold Watson, acct. exec.

NEAPCO PRODUCTS, INC., South and Cross sts., Pottstown, Pa. Universal joints, chassis parts, machine work. R. E. Jeffries, pres.; E. B. Jenkins, treas.; Paul Mitchell, vice-pres. and factory mgr. **Adv. Agcy.**—William D. Andes, Lancaster, Pa. John Wenger, acct. exec.

NEON PRODUCTS, INC., Neon ave., Lima, O. Plastilux "500" outdoor signs, neon outdoor signs, specialine plastic indoor signs, advertising clocks, skeleton signs, pylons. S. Kamin, pres. and sales mgr.; M. Kamin, vice-pres., asst. sales mgr.; J. Howenstine, secy.-treas.; C. D. Bryan, R. Justice, asst. sales mgrs.; Kenneth Smith, chief engr.; G. Querry, pur. agt.; W. Freel, traffic mgr. **Det. Sales Rep.**—Wm. Weiderhold. **Adv. Agcy.**—Byer & Bowman, Columbus, O. H. Wise, acct. exec.

NEVEROIL PRODUCTS CO., Whitmore Lake, Mich. Non-ferrous special stampings, non-metallic bearing materials. John E. Connolly, pres.; Newton Skillman jr., vice-pres., gen. mgr.; Frank H. Delahunty, vice-pres.; M. K. Lucy, secy.-treas.; LeRoy A. Mosher, plant mgr.

NEW DEPARTURE DIV., of General Motors Corp., Briston, Conn. Ball bearings. M. L. Gearing, gen. mgr.; Wm. T. Murden, asst. to gen. mgr.; G. A. Smith, gen. mfg. mgr.; Frank J. Miller, gen. sales mgr.; L. F. Lavery, asst. gen. sales mgr.; L. A. Launing, gen. pur. agt.; C. B. Beckwith, adv. mgr.; Seth H. Stoner, chief engr.; J. J. Jennings, pur. agt. (Bristol plant); A. O. Dahlgren, acct. (Bristol plant); E. L. Lee, traffic mgr.; E. E. Gill, pub. rel. mgr. **Det. Rep.**—Charles B. McCall, mgr., 7-122 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Albert Frank- Guenther Law, Inc., 110 E. 42nd st., New York 17, N. Y. Jackson Shuttleworth, acct. exec.

NEW ENGLAND PRESSED STEEL CO., Washington ave., Natick, Mass. Automotive parts assemblies to customers' requirements; spark plug wrenches; metal stampings to order. W. H. Townsend, pres. and treas.; W. W. Somersall, vice-pres., sales mgr., chief engr.; J. H. Parmenter, secy. and works mgr.; H. Blumenthal, pur. agt. **Det. Rep.**—J. H. Needham, 1847 West Bethune, Detroit 6, Mich.

NEW ENGLAND PRODUCTS, INC., 761 Park ave., Cranston 10, R. I. Seal-Test automotive water proofing kits, automotive graining kits, automotive re-chroming kits, automotive adhesives, applicators and sealing guns. Donald R. Robinson, pres., treas., sales mgr.; Paige E. Robinson, vice-pres.; E. I. Bachur, secy.; Ralph C. Potter, adv. mgr. **Det. Rep.**—W. C. Little, Hotel Madison-Lenox, 246 Madison ave., Detroit, Mich. **Adv. Agcy.**—R. W. Goff Advertising Agency, Cranston, R. I.

NEW PROCESS GEAR CORP., 500 Plum st., Syracuse 1, N. Y. Truck and tractor transmissions; differential assemblies; automotive spur; spiral, bevel, hypoid gears; Tracta universal joints; aviation gears. A. A. Henninger, pres., gen. mgr.; H. S. Thurner, vice-pres., sales mgr.; A. E. Woonton, secy.-treas.; B. Hoag, wks. mgr.; H. Vanselow, serv. mgr.; R. L. Dodge, chief engr.; L. A. Saunders, pur. agt. **Det. Rep.**—2518 Guardian bldg., Detroit 26, Mich.

NEWARK AUTO TOP & BODY CO., 80 Central ave., Newark 2, N. J. Auto seat covers, carpets, seat cushions, convertible top assemblies. Lee and Alexander Seaman, co-owners.

NIEHOFF & CO., C. E., 4925 W. Lawrence ave., Chicago 30, Ill. Ignition parts, hydraulic brake parts, testing equipment, hydraulic brake fluid. C. E. Niehoff, pres.; Fred Geyer, vice-pres., chge. of sales; E. R. Grant, vice-pres., chge. of prod.; M. A. Niehoff, secy.-treas.; C. E. Sanders, adv. mgr.; W. P. Boswell, pur. agt. **Adv. Agcy.**—C. Wendel Muench & Co., Chicago, Ill.

NORICK BROTHERS, 701-09 N. W. Fourth st., Oklahoma City 1, Okla. Standard accounting systems, auxiliary forms and supplies for retail automotive dealers. Henry Norick, owner and gen. mgr; James H. Norick, asst. mgr.; Roy Evans, adv. & sales prom mgr.; J. A. Bible, prod. mgr.; Mrs. Frances Lilly, pur. agt.; W. B. Austin, chief accountant.

NORLIPP CO., 5925 S. Lowe ave., Chicago 21. Car mirrors, gas caps, radiator caps, ornaments, lights, truck mirrors, reflectors, clearance lights, locking caps, bicycle mirrors, reflectors, ornaments. C. A. Norton, pres. and gen. mgr.; A. C. Lippert, vice-pres.; R. A. Lippert, secy., treas., sales mgr.; H. Steen, works mgr.; Charles Lindstrom, sales prom. mgr.; Joe Eberhardt, pur. agt.; Herb Hallen, traffic mgr. **Adv. Agcy.**—Arthur Mogge, Inc., Chicago, Ill. Ed Lund, acct. exec.

NORTHERN ENGRAVING & MFG. CO., LaCrosse, Wis. Automotive dials, scuff plates, radiator emblems, instrument panels, glove doors, all decorated stampings, nameplates. C. A. Loveland, pres.; A. H. Zischke, vice-pres., sales mgr.; M. L. Crouse, treas.; C. D. Gelatt, gen. mgr.; E. Niemeyer, works mgr.; B. E. Dellenbach, asst. sales mgr.; J. Stuber, chief engr.; T. P. Dalzell, secy. and pur. agt.; E. Bates, asst. **Det. Rep.**—B. Finn, 2832 East Grand Blvd., Detroit, Mich.

NORTON CO., 1 New Bond st., Worcester 6, Mass. Abrasives, grinding wheels, grinding machines, refractories, Norbide boron carbide products, labeling and encapsulating machines, lapping machines, non-slip flooring, oilstones, coated abrasives (Norton-Behr-Manning Div., Troy, N. Y.). Milton P. Higgins, pres.; Ralph F. Gow, exec. vice-pres.; Malcolm N. Pilsworth, secy.; William J. Magee, treas.; Andrew B. Holmstrom (abrasive div.), Frank W. Smith (machine div.), gen. mgrs.; F. G. Gifford (wheel plants), J. Jeppson (abrasive div.), I. G. Freeman (machine div.), wks. mgrs.; R. M. Johnson, vice-pres., chge. of sales; F. L. Curtis, G. A. Park, W. E. Shumway, D. L. Price (abrasive div.), C. D. Day (machine div.), sales mgrs.; C. L. Shaw, adv. mgr.; R. A. Reed, R. P. Anderson, asst. adv. mgrs.; G. D. Seguin, pur. agt.; H. H. Anderson, asst. pur. agt.; E. B. Jones, traffic mgr.; E. B. Knowlton, pub. rel. mgr. **Det. Rep.**—W. A. Russell, 5805 Lincoln ave., Detroit 8. **Adv. Agcy.**—J. W. Odlin Co., Worcester, Mass. J. W. Odlin, acct. exec. James T. Chirurg Co., Boston.

NORWALK TIRE & RUBBER CO., Belden Hill ave., Norwalk, Conn. Passenger and truck tires and tubes; self-sealing tubes; pinch-proof tubes; storage batteries; fan belts; radiator hose; Camel Back repair materials; battery cables; footwear.; W. A. Krappe, vice-pres. and factory mgr.; H. C. Miller, secy.; J. N. Cieri, treas.; A. A. Hall, sales mgr., accessories and footwear; J. V. Worth, sales mgr., tires and tubes; James Boyle, pur. agt.; J. R. Krappe, traffic mgr. **Det. Rep.**—R. B. Spindler, 3660 W. 16th, Indianapolis, Ind.

NOX-RUST CHEMICAL CORP., 2429 S. Halsted st., Chicago 8, Ill. Underbody coatings, sound deadeners, insulation, rust preventive compounds, vapor phase rust preventive wrappers. G. A. Daubert, pres.; R. H. Stuff, sales mgr. mastic div.; J. K. Riley, asst. sales mgr. mastic div.; L. S. Mann, eastern sales div.; J. W. Taylor, pur. agt.

NYLEN PRODUCTS CO., Lake Shore dr., St. Joseph, Mich. Iron castings, iron pistons, aluminum pistons, piston pins, cylinder sleeves. John A. Nylen, pres., gen. mgr. and chief engr.; V. L. Nylen, vice-pres. and treas.; W. R. Payne, secy.; Wm. R. Hayes, sales mgr.; T. L. Lucker, asst. sales mgr., pur. agt. **Det. Rep.**—Thomas B. Coughtrie, 5637 Summit, Sylvania, O. **Adv. Agcy.**—Paxson Advertising, Benton Harbor, Mich.

O

O & S BEARING CO., 303 S. Livernois ave., Detroit 17, Mich. Automotive bushings and bearings, shock absorber links, tie rod ends. Newton Skillman, pres.; Newton Skillman jr., vice-pres., adv. mgr., pub. rel.; Robert M. George, secy., treas.; John E. Connolly, gen. mgr., works mgr., bus. mgt. dir.; Fred R. Smith, sales mgr.; Axel W. Kogstrom, chief engr.; Eldred A. Mayrend, pur. agt.; James A. Toth, asst.; Ernest Noble, traffic mgr. **Det. Rep.**—Fred R. Smith. **Adv. Agcy.**—Rolfe C. Spinning Co., Detroit, Mich. C. Pineau, acct. exec.

OAKITE PRODUCTS, INC., 22 Thames st., New York 6, N. Y. Cleaning materials for carburetor, engine, chassis; compounds for crankcase sludge removing, radiator cleaning, rust preventing, rust removing, scale removing, paint stripping; solvent cleaning materials for oil, carbon and grease removing; steam cleaning equipment and materials. D. C. Ball, chmn. of board; J. A. Carter, pres.; D. S. Ball, 1st vice-pres.; H. Liggett Gray, vice-pres.; James Beckett, treas.; David A. Hearn, secy.; Stanley L. Remlein, pur. agt.; F. L. Oldroyd, sales mgr. **Det. Rep.**—T. R. Smith, 8-237 General Motors Bldg., Detroit 2. **Adv. Agcy.**—Rickard & Co., New York 18, N. Y., E. C. Mayer, acct. exec.

OAKMAN MANUFACTURING CO., 12995 Hillview ave., Detroit 27, Mich. Metal stampings, bumper guards, plated products. Harry Freedland, pres., gen. mgr.; James H. Withers, vice-pres., sales mgr.; Benjamin P. Freedland, secy.; Nathan Freeland, treas.; John P. McMahon, wks. mgr.; Edward E. Shonberg, sales prom. mgr.; Max E. Derin, pur. agt.; Sam Dubin, traffic mgr.

OHIO PISTON CO., 5340 Hamilton ave., Cleveland 14, O. Pistons, piston pins, cylinder sleeves. C. Birnbaum, pres.; Dan P. Shaw, vice-pres., treas., gen. sales & adv. mgr.; Howard E. Hendershott, secy.; C. J. Winter, repl. parts, prod. mgr., pur. agt.; George Svetcoff, chief engr.; Leo Gravelle, ind. parts, prod. mgr., pur. agt. **Det. Rep.**—Art Bernstein, 443 E. Fort st. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O. L. S. Monroe, acct. exec.

OHIO RUBBER CO., Willoughby, O. Rubber and synthetic to metal adhesion parts; molded and extruded rubber parts; automotive floor mats, step plates, motor mounts, etc. Franklin G. Smith, chmn.; H. F. Safford, pres.; C. K. Arter, secy.; H. J. Bechtold, treas & cont.; R. A. Mertz, vice-pres., mfg.; K. N. Carter, sales mgr.; H. W. Schultz, chief engr.; C. L. Feely, pur. agt.; T. C. Pearson, traffic mgr.; E. H. Witt, pub. rel. mgr. **Det. Rep.**—C. J. Edwards, vice-pres., 2210 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—G. M. Basford Co., Cleveland, O. G. P. Kurtz, acct. exec.

OIL-DRI CORP. OF AMERICA, 520 N. Michigan ave., Chicago 11. Manufacturers of Oil-Dri absorbents and Oil-Dri abrasive anti-slip floor coating. Nick Jaffee, pres.; Leo P. Jaffee, treas.; A. L. Swerdlik, gen. mgr. **Adv. Agcy.**—Burlinghame and Grossman, Chicago, Ill. Sam Grossman, acct. exec.

OIL-EYE CORPORATION OF AMERICA, 51 Walnut, Winona, Minn. Oil-Eye positive indicator. R. W. Miller, pres.; Don-

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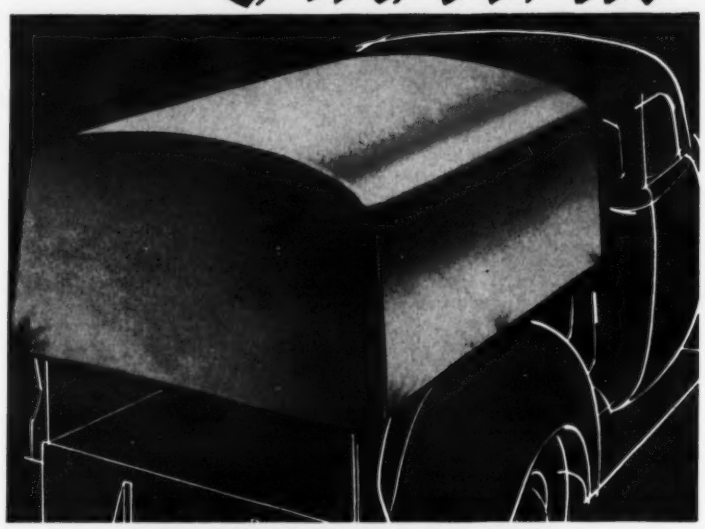
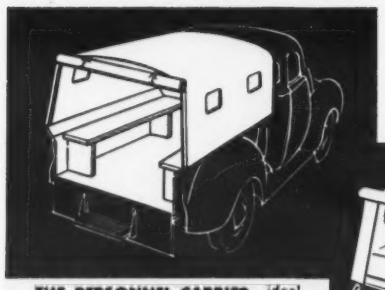
CARAVAN TOP



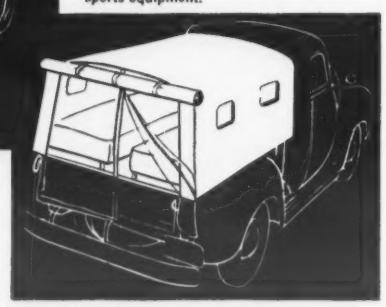
STANDARD CARGO TOP

The CARAVAN TOP is engineered and constructed for years of service under all weather conditions. The sleek, smooth surfaces with welt-edges and slide-fastener closures dresses up the appearance of your pick-up. Easy assembly—installed or removed in 5 minutes. Available in 4 and 5 foot clearance to fit all ½, ¾ and 1 ton pick-up bodies. The high quality plus panel-truck protection insure owner satisfaction.

Consisting of a strong, lightweight aluminum-alloy frame and heavy duty, water-and-mildew-resistant duck the CARAVAN TOP provides full, all-weather protection for all types of pick-up loads.



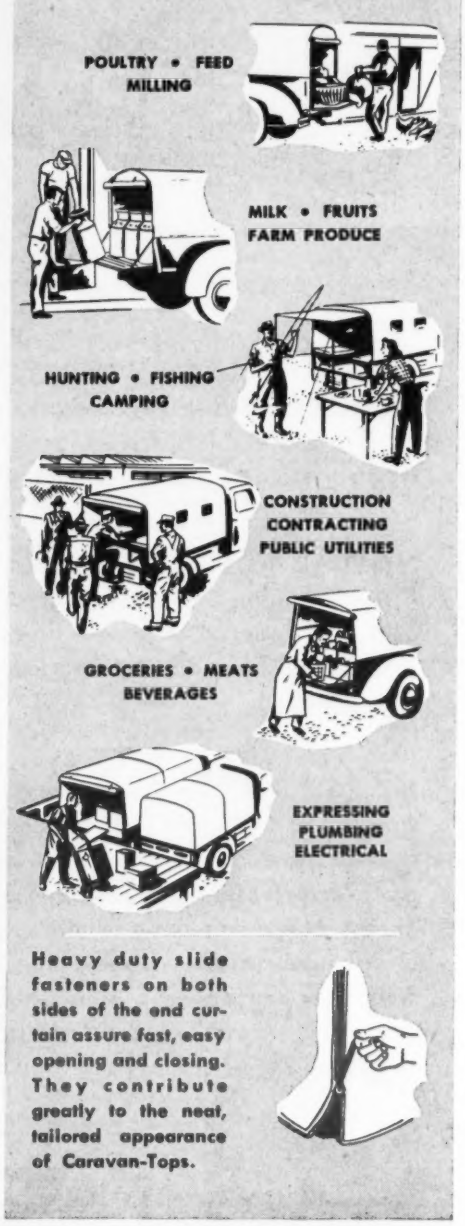
THE SPORTSMAN—mounted on any pickup, provides comfortable sleeping quarters and shelter in any weather . . . 5' clearance, couch type bunks, insect screen, slide fasteners, ample space for sports equipment.



THE PERSONNEL CARRIER—ideal for factories, construction firms, public utility crews, ranches, and camps where personnel is transported to and from the job.

Qualified Distributors everywhere are invited to get the details of our attractive (and profitable) franchise. C. K. Turk Corp. also manufactures a full line of flat and fitted tarpaulins and cargo body covers.

ALL-WEATHER PROTECTION FOR ALL PICK-UP LOADS



Heavy duty slide fasteners on both sides of the end curtain assure fast, easy opening and closing. They contribute greatly to the neat, tailored appearance of Caravan-Tops.

Turk

C. K. TURK CORPORATION
1122 MISHAWAKA AVENUE, SOUTH BEND 15, INDIANA

The Saturday Evening POST

carries more automotive advertising to more people than any other magazine

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This year, 40,000 Almanacs are going to the Decision Men in the factories and dealerships. These subscribers pay $8 a year for the newspaper of the industry.

This means 40,000 ready reference books. So—an advertisement in 40,000 **AUTOMOTIVE NEWS ALMANACS** gets visibility over and over again!

Make sure **your** 1952 advertising budget calls for space in the **AUTOMOTIVE NEWS ALMANAC** for 1952. For year-round selling to the Decision Men in the factories and dealerships, it rates top position on your schedule.

ALMANAC for 1952

FACTS AND FIGURES ARE AVAILABLE FROM OUR REPRESENTATIVES NOW. CONTACT ONE OF THE OFFICES BELOW FOR FULL INFORMATION.

THE WEEKLY NEWSPAPER OF AMERICA'S NO. 1 INDUSTRY

Automotive News

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Detroit — Dick Webber, 2666 Penobscot Bldg., Woodward 3-0495

Who's Who in Auto Industry

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ald K. Davis, sales mgr. & pur. agt.; R. J. Harkenrider, chief engr. **Adv. Agcy.**—Firestone-Goodman Adv. Agency, Inc., Minneapolis 2, Minn.

OILGEAR CO., 1560 W. Pierce st., Milwaukee 4, Wis. Broaching machines; presses; fluid power pumps, motors, transmissions, cylinders, valves, accessories. G. H. Fobian, pres.; R. D. Pakenham, secy. & treas.; H. Seifert, works mgr.; W. G. Prasse, vice- pres. & sales mgr.; H. L. Crull, asst. sales mgr.; M. E. Engebretson, adv. mgr.; Ernst Wiedman, chief engr.; Harold Jungbluth, pur. agt.; L. Flannery, traffic mgr. **Det. Rep.**—Frank G. Kuhagen, 1220 Maccabees Bldg. **Adv. Agcy.**—Kirkgasser-Drew, Chicago, Ill. L. A. Drew, acct. exec.

OLDBERG MFG. CO., 620 7th st., Grand Haven, Mich. Exhaust mufflers. E. R. Hoover, pres., gen. mgr.; Floyd E. Deremer, William E. Bullock, vice-presidents; Frank Coburn, secy.; Ralph G. Rule, treas.; Victor D. Zvoleff, works mgr.; Hazen S. Carson, sales mgr.; T. E. Hoover, asst. sales mgr.; Floyd E. Deremer, chief engr.; L. F. Kent, pur. agt.; E. Marod, traffic mgr. **Det. Rep.**—Hazen S. Carson.

OLDSMOBILE DIV., General Motors Corp., Townsend st., Lansing 21, Mich. Passenger cars. J. F. Wolfram, gen. mgr. of Oldsmobile Div. and vice-pres. of General Motors Corp.; R. E. Griffin, exec. asst. to gen. mgr.; L. F. Carlson, exec. asst. to gen. mgr.; E. W. Schuon, div. comptr.; T. C. Downey, wks. mgr.; G. R. Jones, gen. sales mgr.; J. J. Dobbs, exec. asst. to gen. sales mgr.; M. J. O'Connor jr., exec. asst. to gen. sales mgr.; C. A. Blake, asst. sales mgr.; W. O. Lampe, asst. sales mgr.; C. B. Dakin mgr. forge plant; J. H. Handley, parts and acc. mgr.; H. N. Metzel, chief engr.; A. E. Goossen, gen. pur. agt.; H. J. Hidlay, asst. pur. agt.; A. S. Corwin, traffic mgr.; O. F. Frost, sales prom. mgr.; R. E. Gifford, adv. mgr. **Adv. Agcy.**—D. P. Brother & Co., Inc., Detroit, Mich. Clarance Hatch jr., acct. exec.

OLSON CORP., J. B. E., 1740 Broadway, New York 19, N. Y. Aluminum delivery truck bodies and aluminum van panel bodies. Wallace B. Spielman, exec. vice-pres. and gen. mgr.; Edward J. Scherer, wks. mgr.; Herbert H. Spielman, gen. sales mgr.; C. S. Lyon, gen. mgr. (Aerobilt Bodies, Inc., Athens, N. Y.)); Ruth Stuart, traffic mgr. **Det. Rep.**—George K. Meeks, 6432 Cass ave., Detroit, Mich. **Adv. Agcy.**—Daniels, Wallack & Israel, 475 Fifth ave., New York, N. Y. Sheldon Israel acct. exec.

ONEIDA PRODUCTS CORP., Canastota, N. Y. Bus bodies, sheet and metal work. W. C. Coburn, pres.; C. W. Trout, vice-pres., sales and adv. mgr.; A. W. Smith, secy.-treas.; Richard H. Evans, gen. factory supt.; H. R. Turner, chief engr.; B. H. Crowell, pur. agt.; Darby Jones, asst.; Herbert Stoughton, pub. rel. mgr., asst. to pres. **Adv. Agcy**—Grant, Detroit, Mich.

OTIS ELEVATOR CO., 260 Eleventh ave., New York 1, N. Y. Passenger elevators, freight elevators, moving stairs (escalators), elevator entrances, electric dumbwaiters, hoists. LeRoy A. Petersen, pres.; Thomas M. Logan, secy.; Bruce Wallace, vice-pres., treas.; A. Lundeen, vice-pres., chge. of sales; W. B. Edwards, wks. mgr.; William H. Easton, adv. mgr.; E. W. Hines, serv. mgr.; W. Paulson, chief engr.; J. L. Fish, pur. agt.; S. P. Collins, asst.; C. E. Coyle, traffic mgr. **Det Rep.**—V. G. Hahn, 950 West Fort st., Detroit 26, Mich. **Adv. Agcy.**—G. M. Basford Co., 60 East 42nd st., New York 17, N. Y. Fred Adams, vice-pres., acct. exec.

OUIMET STAY & LEATHER CO., 71 Center st., Brockton 64, Mass. Fender welt, wireon, hidem, cord welt, gimp. Emil R. Ouimet, treas.; E. Allan Stuart, gen. mgr.

OWATONNA TOOL CO., 348 N. Cedar st., Owatonna, Minn. R. A. Kaplan, pres.; A. R. Kaplan, vice-pres., sales and adv. mgr.; R. R. Barnard, secy.; Robert Allyn, asst. sales mgr.; D. J. Kaplan, chief engr.; C. P. Kaplan, pur. agt.

OWENS-CORNING FIBERGLAS CORP., Nichols bldg., Toledo 1. O. Fibrous glass thermat and acoustical insulations, fibrous glass textile products, fibrous glass mat products. Harold Boeschenstein, pres.; W. P. Zimmerman, exec. vice-pres.; Games Slayter, vice-pres. research; J. H. Thomas, vice-pres. and gen. mgr. textile products div. (16 E. 56th st., New York 22, N. Y.); L. R. Kessler, vice-pres. and gen. mgr. Pacific Coast div. (Santa Clara, Calif.); W. C. Winterhalter, vice-pres., sales mgr. Pacific Coast div.; B. E. Boyd, vice-pres. mfg.; H. R. Winkle, vice-pres. and treas.; C. G. Staelin, secy.; Ben S. Wright, vice-pres. and gen sales mgr.; P. J. Fluge, adv. mgr.; Edw. C. Sucher, asst. adv. mgr.; H. R. Hogendobler, chief engr.; A. R. Smith, pur. agt.; J. M. Carey, traffic mgr.; E. C. Ames, pub. rel. mgr.; W. C. Skuce, mgr. transportation sales; G. R. McMullen, mgr. automotive sales; E. W. Smith, dir. mdse. **Det. Rep.**—J. J. Hartnett. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland. J. R. Mitcheltree, acct. exec.

P

P & G HAND FORGED TOOL CO., P. O. Box 5926 Milwaukie Branch, Portland, 22, Ore. Mechanics' hand tools. J. Earl Jones, pres.; B. H. McClain, vice-pres., treas.; A. Jensen, wks. mgr.; E. F. Howard, chief engr.; C. W. Geist, pur. agt. **Adv. Agcy.**—Pacific National Advertising Agency, Portland, Ore. Mac Olds, acct. exec.

PAASCHE AIRBRUSH CO., 1909 Diversey pkwy., Chicago 14, Ill. Spray guns, booths, spray painting equipment, compressors, air-painting units. J. A. Paasche, pres.; H. F. Reck, vice-pres., secy., gen. and sales mgr.; W. A. Sharman, treas.; E. H. Hanson, sales mgr.; H. J. Pedersen, adv. mgr.; E. W. Berg, chief engr.; L. R. Stensland, pur. agt.; H. Williamson, asst. pur. agt. **Det. Rep.**—J. Ebert, 4470 Cass ave., Detroit 1. Mich.

PACIFIC FINANCE CORP., 621 S. Hope st., Los Angeles 17, Calif. Automobile financing, personal loans, automobile insurance. Maxwell C. King, pres.; A. M. DeLauney, exec. vice-pres.; B. C. Reynolds, vice-pres., secy.; E. A. Smith, treas.; Elliott Taylor, pub. rel. and adv. mgr.

PACIFIC MILLS, 140 Federal st., Boston 10, Mass. Automotive fabrics. Henry M. Bliss, pres.; E. D. Walen, vice-pres. **Det. Rep.**—Nelson A. Butler.

PACKARD ELECTRIC DIV., General Motors Corp., Warren, O. B. N. MacGregor, gen. mgr.; C. C. Rigsby, factory mgr.; R. J. Montgomery, gen. sales mgr.; S. A. Orr, asst. sales mgr. (replacement); C. B. Hamilton, Detroit dist. mgr. (equipment); F. B. Duncan, Chicago dist. mgr. (equipment); H. C. Mohr, adv. and sales prom. mgr.; L. C. Wolcott, chief engr.; D. E. Tritten, procurement mgr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich. Wayne E. White.

PACKARD MOTOR CAR CO., 1580 E. Grand blvd., Detroit 32, Mich. Automobile, special chassis. Hugh J. Ferry, pres., treas.; LeRoy Spencer, exec. vice-pres.; E. C. Hoelzle, vice-pres., comptr. and secy.; George C. Riefel, vice-pres., mfg.; Karl M. Greiner vice-pres., gen. sales mgr.; Col. J. G. Vincent, vice-pres., consulting engr.; W. H. Graves, vice-pres., engrg.; G. H. Brodie, vice-pres., chge. of coordinating operations; Milton Tibbetts, vice-pres., and patent counsel; Hugh W. Hitchcock, dir. of adv. and pub. rel.; R. R. Rees, dir. of pur.; Floyd J. Bird, factory mgr.; C. E. Briggs, asst. gen. sales mgr.; W. B. Hoge, asst. comptr.; J. A. Carr, parts and serv. mgr.; Fred W. Adams, adv. mgr.; C. D. Thomas, sales prom. mgr.; A. D. Collins, traffic mgr.; Sydney J. Keith, pub. rel. staff. **Adv. Agcy.**—Young & Rubicam, Inc.

PALL MALL MFG. CO., 12-19 Jackson ave., Long Island City 1, N. Y. Automobile polish. T. Rabb, pres.; H. Gilbert, sales mgr.; Lester H. Wolff, adv. mgr.

PALNUT CO., 47 Cordier st., Irvington 11, N. J. Lock Nuts, self-locking nuts fasteners. J. R. Hotchkin, pres.; E. L. Johnson sales mgr. and adv. mgr. **Det Rep.**—Wm. R. Donaldson, 8100 Lyndon ave., Detroit, Mich.

PARISH & BINGHAM DIV., of Midland Steel Products Co., Madison ave. and W. 106 st., Cleveland, O. Automotive chassis frames; axle housings and axle tubes; automotive stampings, heavy and light; miscellaneous stampings, heavy and light. E. J. Kulas, pres.; W. A. McKinley, vice-pres. and dir. or sales and engrg.; D. S. Greer, vice-pres., treas.; J. W. Reavis secy.; E. Almdale, wks. mgr.; A. E. Kerckhoff, pur. agt.; Ralph Newby, sales mgr.; J. Haenl, traffic mgr.; C. W. McCoy jr., pub. rel mgr. **Det. Rep.**—W. A. McKinley, 6660 Mt. Elliott ave., Detroit 11, Mich. **Adv. Agcy.**—Sweeney & James Co., Cleveland, O. T. M. Gregory, acct. exec.

PARK CHEMICAL CO., 8074 Military ave., Detroit 4, Mich. Automotive chemicals and polishing products. F. L. Woodside, pres. and gen. mgr.; A. A. Wadson, vice-pres.; H. D. Kitchen, secy.-treas., pur. agt.; L. M. Harris, sales mgr. **Adv. Agcy.**—Marvin Hahn Adv., Detroit, Mich. Marvin Hahn, acct. exec.

PARK METALWARE CO., INC., Thorne ave. and Bank st., Orchard Park, N. Y. Screwdrivers, nut drivers, pliers, wrenches. F. B. Farrington, pres.; John O. Olsen, vice-pres.; Howard S. Langworthy, secy.; John N. Petre, treas.; A. S. Warden sales mgr. **Det. Rep.**—Lawrence F. Zaffina Co., 14611 Alma ave., Detroit 5 Mich. **Adv. Agcy.**—Melvin F. Hall Advertising Agency, Inc., Buffalo, N. Y.

PARKER PRODUCTS, INC., 20 N. 16th st., Minneapolis 3, Minn. Tailored and universal seat covers, directional signals for all makes of cars and trucks, bug screens, scuff pads, etc. A. T. Hansord, pres.; Rudy Luther, vice-pres.; K. C. Glaser, secy.-treas.; V. O. Abramson gen. sales and adv.; E. C. Holland, chief engr., pur. agt.; T. H. Parker, asst. pur. agt.; Wesley Heyn, traffic mgr.; Earl Knutson, wks. mgr. **Det. Rep.**—Clifford & Lynch, 901 Fisher bldg. **Adv. Agcy.**—Baxter & Dahlin, Minneapolis, Minn.

PARKER RUST PROOF CO., 2174 E. Milwaukee ave., Detroit 11 Mich. Metal rust proofing processes. W. M. Cornelius, chmn of bd.; R. W. Englehart, pres.; G. E. Luke, vice-pres. & treas.; M. W. Green, vice-pres. & plant mgr.; F. J. DeWitt, vice-pres., chge. of sales; M. V. Wallace, secy.; J. F. Rankin comptr.; M. B. Roosa, sales mgr.; P. H. Gordon chief engr.; Dr. R. C. Gibson, research dir.; E. W. Richards, serv. mgr.; R. I. Peterson, asst. serv. mgr.; W. R. Cavanagh, mgr. development section; J. A. Boylan, mgr. tech. serv. section; R. E. LaVigne, traffic mgr.; J. W. Helms adv. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit, Mich. H. Ross Mack, acct. exec.

PATHFINDER COACH DIV., Kosciusko, Miss. School and passenger coaches. Y. R. Schively, gen. mgr.; D. A. Shields, asst. gen. mgr.; J. R. Bidwell, sales mgr.; W. J. Miller, pur. agt.; T. O. Krogh, chief engr.

PATTERSON, WM. N., 518 Maccabees bldg., Detroit 2 Mich. Vibro-pneumatic cleaner. Wm. N. Patterson, owner.

PECKAT, CHARLES MFG. CO., 110 Madison st., Maywood, Ill. Automobile windshield visors. Wm. A. Mueller, pres.; Walter A. Peckat, vice-pres.; Mrs. Emma Peckat, secy., treas.; H. Heinichen, works mgr., pur. agt.; Gordon Cameron, sales mgr.; John H. Sampson, Inc. **Adv. Agcy.**—221 N. LaSalle st., Chicago 1, Ill.

PEERLESS PRESSED METAL CORP., 191 Arlington st. Watertown, Mass. Number plate holders and brackets for installation. Peter J. Linstrom, pres.; Richard S. Sparrow vice-pres., sales engr.; A. L. Mahony, treas.; John Nowokunski wks. mgr.; Albert Perry asst. sales mgr.; John J. White, bus. mgt. mgr.

PENFIELD MFG. CO., INC., 19 High School ave., Meriden, Conn. Water de-

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mineralizers, ion exchange equipment, water treatment equipment, tanks, filters. Anthony C. Gigliotti, pres., chief engr.; Edward H. Clohessy, secy., gen. mgr., pur. agt. **Adv. Agcy.**—F. P. Walther jr. & Associates, Boston, Mass.

PENNSYLVANIA GRADE CRUDE OIL ASSOC., P. O. Box 96, Oil City, Pa. Research advertising and licensing agency for producers, refiners and marketers Pennsylvania crude oil and its products. C. E. Streeter, 69 Main st., Bradford, Pa., pres.; G. J. Hanks, 54 Boylston st., Bradford, Pa., J. D. Berry jr., Quaker State bldg., Oil City 2, Pa.; vice-presidents; F. B. Dow, 930 Munsey bldg., Washington, D. C., vice-pres. and gen. counsel; Samuel Messer, Quaker State Oil Ref. Corp., Oil City, Pa., treas.; W. C. Wenzel, P. O. Box 96, Oil City, Pa., exec. vice-pres. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O. Harry Guest, acct. exec.

PENNSYLVANIA RUBBER CO., Mansfield, O. Tires, tubes, batteries, camelback and repair materials. E. V. Duffy, gen. sales mgr.; A. P. Weightman, sales operation mgr.; D. E. Kirkpatrick, adv. and sales prom. mgr.; F. L. Smith, mgr. Petroleum Acct. Div.; N. W. Graham, mgr. Stock Regulation and Production Control; H. B. Carpenter, mgr. Govt. and Manufacturers Sales; Glenn Smith, mgr. Export Div. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo. J. L. Bourke, acct. exec.

PENNZOIL CO., Oil City Pa. Motor oil, lubricants and gasoline. W. S. Zehrung, pres. and gen. mgr.; F. W. Alcorn, vice-pres. and secy.; D. W. Grant, vice-pres.; H. W. Loveland, treas.; R. W. Grunert, controller; W. J. Dempsey, asst. treas.; H. H. Howe, asst. treas. and chief acct.; M. L. Meddock, gen. aud. and asst. controller; J. M. Hinman, research and development mgr.; A. W. Clinger, sales mgr. (wholesale); H. T. Harris, sales mgr. (lub. div.); J. G. Miller, sales mgr. (gasoline div.); D. E. Carrier, traffic mgr.; R. M. Henry, pur. agt.; R. T. Benton, credit mgr.; F. H. Gates, atty.; D. G. Proudfoot, mgr. ind. sales; E. F. Johnson, adv. mgr.; L. E. Ferring, asst. adv. mgr.; A. V. Hoffman, gen. supt. refineries; H. A. Fennick, asst. refinery supt.; C. L. Main, asst. supt.; F. W. Officer, asst. supt. **Det. Rep.**—A. B. Capps, div. mgr., 1865 National Bank bldg. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O. E. F. Johnson, acct. exec.

PERFECT CIRCLE CORP., 552 S. Washington, Hagerstown, Ind. Piston rings, piston expanders, plastigage bearing adjusters, manulathe piston nurlizers. Ralph T. Teetor, pres.; Don H. Teetor, vice-pres., chge. sales; Daniel C. Teetor, vice-pres.; chge. engr.; George Rea, secy.-treas.; Wm. B. Prosser, gen. mgr.; R. M. Thomas, mfg. sales mgr.; J. C. Hamilton, replacement sales mgr.; Herman Teetor, adv. mgr.; John Senn, asst.; W. B. Hartley, pur. agt.; Robert Beeson, traffic mgr. **Det. Rep.**—R. P. Austin, T. A. Nicholson, W. P. Wallace, 8-221 General Motors bldg., Detroit 2, Mich. **Adv. Agcy.**—Henri, Hurst & McDonald, Inc., Chicago, Ill. E. F. Hascall, acct. exec.

PERFECT EQUIPMENT CORP., 804 W. Morgan st., Kokomo, Ind. Wheel balance weights for cars and trucks. Hilda S. Buck, pres.; Mabel L. Smissen, vice-pres.; Wm. P. Smissen, secy., treas., gen. mgr. and sales mgr.; M. H. Hughes, chief engr. **Det. Rep.**—W. A. Bottle, 14343 Forrer ave. **Adv. Agcy.**—Western Advertising Agency, Chicago, Ill. Paul Limerick, acct. exec.

PERFEX CORP., 500 W. Oklahoma ave., Milwaukee 7, Wis. Industrial engine radiators, oil and torque converter coolers. C. E. Lewis, pres.; V. R. Tate, exec. vice-pres. and secy.; I. G. Bohrman, vice-pres. and mgr. of radiator div.; H. J. Schroeder, treas.; H. Russell Wilson, sales mgr. (radiator div.); John J. Holzhauer, sales prom. mgr.; Robert Engbring, adv. mgr.; Ernest Panthofer, chief engr. (radiator div.); Walter Quade, pur. agt.; John Stenger, asst. pur. agt. **Adv. Agcy.**—Howard H. Monk & Assoc., Rockford, Ill. Geo. Kane, acct. exec.

PERMAFUSE CORP., 12 Commercial ave., Garden City, N. Y. Bonding agents and equipment: Bonding tape and fluid, ovens, clamping devices and test equipment. S. G. Tilden, pres., treas., gen. mgr., adv. mgr.; F. R. Tilden, vice-pres., secy.; Frederick R. Tilden, sales mgr.; Frederic G. Fegley, serv. mgr.; S. G. Tilden jr., chief engr.; James Syverson, pur. agt. **Det. Rep.**—George W. Jones, 1720 Middlehurst rd., Cleveland Heights 18, O.

PERMATEX CO., INC., 1720 Avenue Y, Brooklyn 29, N. Y. Automotive chemical items. C. A. Benoit sr., pres.; H. J. Enders, vice-pres. & sales mgr.; H. C. Fuchs, secy.; E. G. Heeren, treas.; W. C. Hean, works mgr.; C. A. Benoit jr., adv. mgr.; B. T. Sheridan, chief engr.; W. B. Corbett, pur. agt.; James Ryan, traffic mgr. **Det. Rep.**—J. Harry Brimmell, 131 S. Dorchester, Royal Oak, Mich. **Adv. Agcy.** — E. M. Freystadt Assoc., New York, N. Y.

PERMOLD CO., P. O. Box 70, Medina, O. Aluminum permanent mold castings and sand castings. E. G. Fahlman, pres., treas., gen. mgr.; L. E. DeGroat, vice-pres., sales & adv. mgr.; H. R. Doswell, secy. & works mgr.; S. W. Jackson, chief engr.; A. Eble, pur. agt.; P. A. Lynch, traffic mgr. **Det. Rep.**—C. L. Lawrence, 929 Washington ave. Mishawaka, Ind. **Adv. Agcy.**—Lee Donnelley Co., Cleveland, O.

PETERS & RUSSELL, INC., 501 W. Liberty, Springfield 99, O. Automotive tire pumps, hand and foot operated; pneumatic devices, exhaust deflectors, breezies, dash trays, horn rings, steering wheel spinners. L. E. Russell, pres. and treas.; H. M. McIntire, asst. to pres.; James F. Sedlack, sales mgr. and adv.; R. M. Holschue, asst. treas.

PETERSEN MFG. CO., INC., Dewitt, Neb. Wrenches, welding clamps, sheet metal tools. William Petersen, pres.; Chris Petersen, vice-pres. and chief engr.; Harriet Fort, secy., treas.; Ralph Petersen, gen. mgr. and pur. agt.; Alfred Harms, sales mgr.; Richard Petersen, sales prom. mgr **Adv. Agcy.**—Buchanan-Thomas Advertising Co., Omaha, Neb.

PETERSON WELDING LABORATORIES, INC., 1423 Virginia, Kansas City 6, Mo. Surface grinders, welding flux, distributors Burston threaded-in valve seats. D. R. Peterson pres.; E. Tautfest, plant supt.; Miss E. Swanson, pur. agt.; Mrs. R. Rader, traffic mgr. **Det. Rep.**—Ken. Boomer, 1415 Glynn ct., Detroit, Mich. **Adv. Agcy.** — Selders-Jones-Covington, Inc., Kansas City, Mo. Larry Covington, acct. exec.

PETROLEUM SOLVENTS CORP., 331 Madison ave., New York 17, N. Y. Siloo, Loosite. S. V. Hirschman, pres.; Joseph Staff, vice-pres.; Raymond N. Greif, adv. mgr., sales prom. mgr.; Harry Kaplan, chief engr.; Murray Schwartz, pur. agt; John Minerva, traffic mgr. **Adv. Agcy.**— Picard Advertising Agency, New York, N. Y. Nicholas Noble, acct. exec.

PHEOLL MFG. CO., 5700 Roosevelt rd., Chicago 50, Ill. Machine screws; sheet metal screws; cap, set, thumb, metallic drive and wood screws; threaded rods; bolts, nuts, rivets. J. A. Perry, vice-pres. sales; C. C. Curry, sales mgr.; N. L. Marvin, sales prom. mgr.; F. P. Tisch, chief prod. engr.; A. A. Schmid, pur. agt. **Det. Rep.**—H. E. Goeppel, 626 Harper ave., Detroit 2, Mich. **Adv. Agcy.**—Cramer-Krasselt Co., Milwaukee, Wis.

PHILLIPS MFG. CO., 3475 W. Touhy ave., Chicago 45, Ill. Vapor degreasers, metal cleaning machinery. John M. Bash, pres.; L. R. Anderson, secy., treas. **Adv. Agcy.**—Lawrence Advertising, Chicago, Ill.

PHILLIPS PUMP & TANK CO., 1432 State st., Cincinnati 9, O. Service station equipment, car washer. Benj. Phillips, pres.; A. E. Allen, vice-pres.; H. H. Eich, secy.-treas.; A. H. Westhaus, asst. treas.; W. Lorenz, sales mgr.; Murl L. Smith, Wavewash car washer sales mgr.; Al Loup, chief engr. **Adv. Agcy.**—Associated Advertising Agency, Inc., Cincinnati, O.

PHOENIX AUTO PRODUCTS CO., 630 N. 28th st., Milwaukee 8, Wis. Draft-Eeze wind deflectors, stop-glare headlight shields, Win-Shields for convertibles. A. Berlin, pres., gen. mgr.; Alan Shafrin vice-pres.; Nanette Berlin, secy.-treas.; Leo Salzstein, sales mgr., adv. mgr. **Det. Rep.**—W. A. Strouse, Sandusky, O. **Adv. Agcy.**—E. T. Milanowski Adv. Agency, Milwaukee, Wis.

PICK MFG. CO., Brake Div., West Bend, Wis. Bonded brake shoe and lining assembly, riveted brake shoe and lining assembly, unlined brake shoes. Carl Pick, pres. and treas.; Alan E. Pick, vice-pres.; A. V. Weasler, vice-pres. and gen. mgr.; Robert B. Pick, secy.; W. J. Dooley, sales mgr. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Assoc., 744 N. Fourth st., Milwaukee 3, Wis. Burton E. Hotvedt, acct. exec.

PIERCE GOVERNOR CO., INC., THE, 1630 Ohio ave., Anderson, Ind. Engine governors, controllers, regulators, automatic chokes. C. K. McCullough pres.; E. E. Milner jr., vice-pres.; H. C. Minnear, sales mgr. **Det. Rep.**—C. Fay, automatic chokes; C. F. Mills, governors and controls, 18954 James Couzens Highway, Detroit 25, Mich. **Adv. Agcy.**—La-Grange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

PILOT MFG. CO., 31 South pl., Battle Creek, Mich. Towing units. M. Hayman, pres., gen. mgr., sales and adv. mgr., pur. agt.; B. Backinger, vice-pres.; G. Heyman, secy.-treas.; C. A. Klein, factory mgr.; G. Heyman, asst. sales mgr.

PIONEER CHEMICAL & MFG. CO., 1828 Columbus rd., Cleveland 13, O. Phenolic plastic finish, plastic cloth, plastic metal, plastic cloth and metal kits, floor resurfacing units, roof coating, industrial

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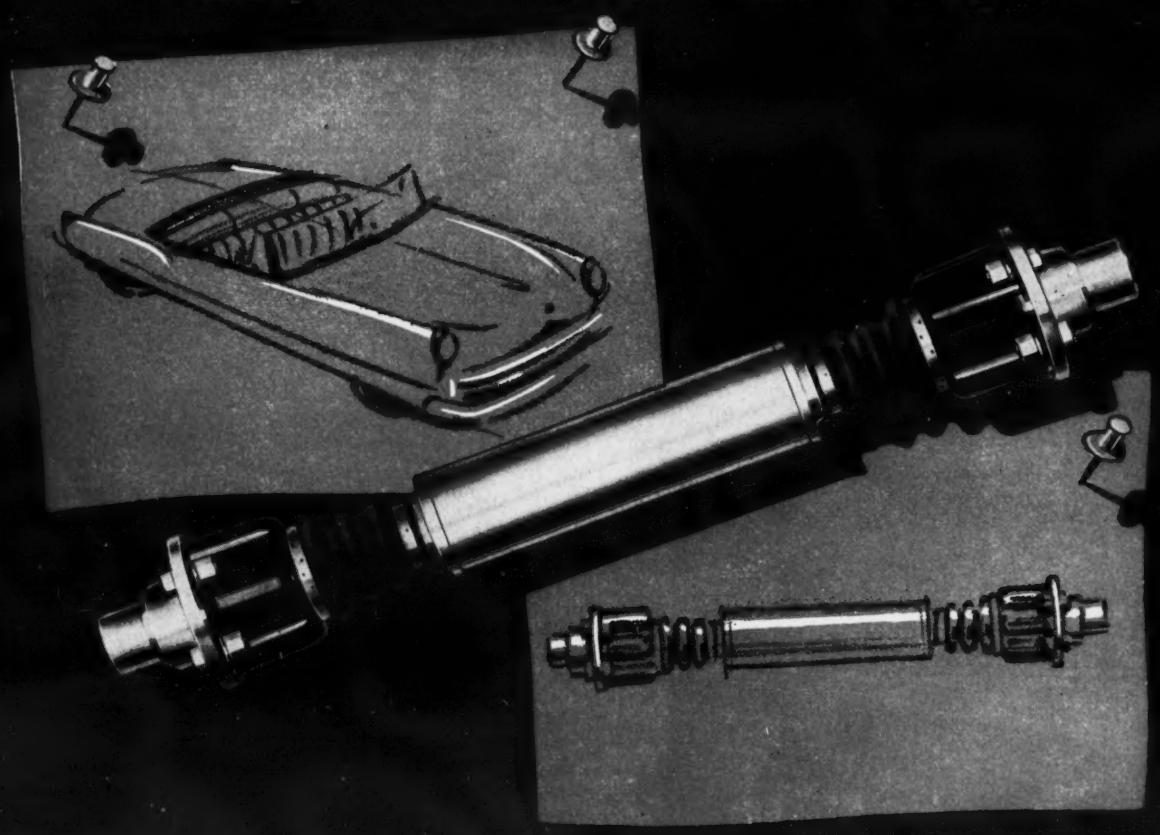

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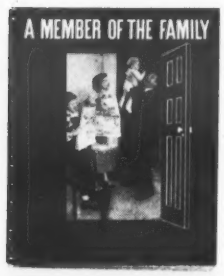

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Who's Who in Auto Industry

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maintenance materials. Frank S. Wright, gen. mgr.; M. E. Wright, sales mgr. **Adv. Agcy.**—White Advertising Agency, Cleveland, O. Harm White, acct. exec.

PITTSBURGH PLATE GLASS CO., Grant Bldg., Pittsburgh 19, Pa. Safety glass, safety sheet glass, multiplate bullet-resisting glass, herculite tempered glass, all types of curved and flat glass. Automotive finishes, paints, varnishes, lacquers and sundries. Harry B. Higgins, pres.; Richard B. Tucker, exec. vice-pres.; Frank W. Judson and E. D. Griffin, vice-presidents; Robert W. Wardrop, asst. to the vice-pres.; Howard B. Brown, secy.; W. V. Simmons, treas.; M. W. Marshall, sales mgr. (ind. glass); H. E. Post, sales mgr. (ind. finishes); W. L. Tomlinson, mgr. (auto glass sales); A. J. Roche, mgr., Detroit warehouse, 6045 Hamilton ave.; Guy Berghoff, pub. rel. & adv. dir.; Michael Batenburg, adv. mgr., paint; R. W. Dittmer, adv. mgr., glass; M. E. Carlisle, pur. agt.; Richard Boyd, traffic mgr. **Adv. Agcy.**—Batten, Barton, Durstine and Osborn, Pittsburgh, Pa. (glass); Maxon, Inc., Detroit (paint).

PITTSBURGH TUBE CO., 212 Wood st., Pittsburgh 22, Pa. Butt welded mechanical tubing for automotive and related parts. J. W. Freeman, pres.; W. K. Hahn, vice-pres. and treas.; Harold K. Brooks, vice-pres. and secy.; W. F. McNally, sales mgr.; R. W. B. Hannan, asst. sales mgr.; H. M. Feely, chief engr.; H. E. Holby, pur. agt. **Det. Rep.**—Service Steel Co., 1435 Franklin st., Detroit 7, Mich. **Eastern Rep.**—Rolled Steel Products Co., 521 Fifth ave., New York, N. Y.

PLASTIKON DISPLAY SIGNS, 45 N. Division st., Buffalo 3, N. Y. Self-adhering plastic window, sign kits for windshields, showroom windows, signs, posters, cloth banners, pennants, auto plates for advertising. E. S. Strom, pres., gen. mgr., sales mgr.; E. B. Strom, secy.-treas. **Adv. Agcy.**—Baldwin Bowers & Strachan, Inc., Buffalo 2, N. Y. Roy Runk, acct. exec.

PLYMOUTH DIV., Chrysler Corp., 6334 Lynch rd., Detroit, Mich. Passenger cars. D. S. Eddins, pres. and gen. mgr.; Nichols Kelley jr. and J. P. Mansfield, vice-presidents; A. H. Paterson, vice-pres. and gen. wks. mgr.; H. A. Davies, treas.; K. M. Eyestone, secy.; G. W. Troost, compt.; R. C. Somerville, gen. sales mgr.; B. K. Steel, H. B. Heberling, asst. gen. sales mgrs.; W. B. Rice, dir. of serv.; A. B. Dowd, mdse. mgr.; F. L. DeCavitte, factory mgr.; N. F. Harley, chief engr.; W. H. Allen, plant mgr.; George Rumford jr., factory mgr. (Evansville plant); C. C. Rowles, operating mgr. (Chrysler Motors Calif., Los Angeles plant). **Adv. Agcy.**—N. W. Ayer & Sons., Philadelphia 6, Pa. J. Widman Bertch (Detroit), acct. exec.

POLK & CO., R. L., 431 Howard st., Detroit 31, Mich. Direct mail, statistical and consumers research. R. L. Polk jr., pres.; Julian G. Wolfner, vice-pres., sales and gen. mgr.; Frederick R. Mixer, secy., treas.; C. H. Maxey, prod. mgr.; William H. Beatty, gen. sales mgr.; James O'Meara, William Wahl, C. Norman Fry, Robert G. Silbar, H. H. Blohm, Frank E. Cox, Huntley Geddes, asst. sales mgrs.; H. R. Schramm, pur. agt.; Robert G. Silbar, pub. rel. mgr.

PONTIAC MOTOR DIV., 196 Oakland, Pontiac 11, Mich. Automobiles. Arnold Lenz, gen. mgr.; Hilda M. Brand, secy.; H. A. Deeter, div. compt.; Buel E. Starr, gen. mfg. mgr.; E. R. Pettengill, adm. asst.; D. J. Dunlop, asst. mfg. mgr.; A. F. Johnson, mfg. mgr.; C. O. Johnson, gen. plant supt.; R. J. Longpre, prod. mgr.; L. W. Ward, sales mgr.; E. J. Chapman and Dan O'Madigan jr., asst. sales mgrs.; B. B. Kimball, adv. mgr.; R. E. Markusen, asst. adv. mgr.; L. W. Walker, sales prom. mgr.; Hugh J. Hales, serv. mgr.; A. L. Drury, parts sales mgr.; J. H. Otis, acc. mdse. mgr.; Geo. A. Delaney, chief engr.; M. F. Rummel, pur. agt.; H. J. Peek (prod.), H. C. Jackson (non-prod), asst. pur. agts.; R. V. Wiley, bus. mgt. mgr.; E. J. Klebba, traffic mgr.; G. M. Watson, per dir.; G. J. Schulte, sales zone mgr., Pontiac, Mich. L. R. Bombar, reg. mgr. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit 2, Mich. W. A. P. John, acct. exec.

PORTE MFG. CO., INC., factory and office, 3179 Atlantic ave., Brooklyn 8, N. Y. Brake fluid, knee-action and shock absorbers, hydraulic jack oil, penetrant, universal joint boots for replacement, needle bearing kits. Raphael Porte, vice-pres.; Joseph DeStephano, traffic mgr.

PORTER, INC., H. K., 74 Foley st., Somerville 43, Mass. Body and fender repair tools and equipment. Henry W. Porter, pres.; James G. Geddes, vice-pres. and sales mgr.; T. P. Kaylor, plant supt.; H. C. Ferguson, sales mgr., automotive div. **Adv. Agcy.**—Callaway Assoc., Boston, Mass. Morris Susman, acct. exec.

POWELL PRESSED STEEL CO., Hubbard, O. Material handling equipment, steel stampings, advertising specialties. W. J. Powell, pres. and gen. mgr.; E. J. Powell, vice-pres. and chief engr.; W. S Davis, treas.; H. L. Powell, secy.; A. G. Knowles, sales mgr.; R. C. Johnson, gen. supt.; J. L. Doyle, pers. dir.; A. E. Doyle, traffic mgr.

POWER-PAK PRODUCTS, INC., 43 Pearl st., Buffalo 2, N. Y. Tire inflator and fire extinguisher (for cars and trucks), pneumatic tire spreader. A. L. Mikulec, pres. and gen. mgr.; Stanley Mikulec, vice-pres., secy. and treas.; N. Fleming, works mgr.; W. M. Bernhardt, sales mgr.

POWER SALES CORP., 530 S. Green st., Chicago 7, Ill. Trailer hitches—for house trailers and utility units; Wax—automotive and house trailers; utility kits—to assist the motorist out of mud, snow, ice; rest trailer dolly for the night and change tires. W. Pantera, pres.; S. Thompsen, vice-pres.; C. Wydra, secy.-treas.; I. E. Jackson, sales mgr.; C. Wydra, asst. sales mgr.

PRATT INDUSTRIES, INC., E. Main st., Frankfort, N. Y. Automotive mufflers and allied products. J. G. Sittig, pres.; B. C. Folts, vice-pres. **Det. Rep.**—Harry V. Swanson, 7953 E. Oglesby ave., Chicago, Ill.

PRES-A-LITE CORP., 432 Fourth ave., New York 16, N. Y. Pres-A-Lite automatic cigaret lighter and dispenser. S. A. Halpern, pres., sales mgr., adv. mgr.; S. Glazier, asst. sales mgr., asst. adv. mgr. **Adv. Agcy.**—William H. Weintraub & Co., New York 22, N. Y. B. Angelus, acct. exec.

PREST-O-LITE BATTERY CO., INC., P. O. Box 931, Toledo 1, O. Storage batteries for passenger cars, trucks, tractors, buses, diesel and marine. D. H. Kelly, chmn. of bd. of dir.; J. A. Minch, pres.; F. J. Kennedy, secy.; A. A. Feldman, sales mgr.; L. H. Middleton, chief engr.; J. H. Lambrix, pur. agt. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., Detroit, Mich. Tod Reed, acct. exec.

PRIOR PRODUCTS, INC., 4828 Racell st., Dallas, Tex.; 2510 Atco ave., Middletown, O. Prior safety tanks, Load-Ster helper springs. Fred Prior, pres.; M. C. Brown, sales mgr.; Henry A. Yeats, secy.-treas.; Glen L. Sherer, plant mgr. (Dallas); Adam Hamm jr., plant mgr. (Middletown). **Adv. Agcy.**—Ratcliffe Advertising Agency, Dallas, Tex.

PROTO TOOLS, 2209 Santa Fe ave., Los Angeles 54, Calif. Mechanics' hand tools. M. B. Pendleton, pres.; H. C. Baumgartner, vice-pres., secy.-treas.; C. W. Coslow, vice-pres.; A. L. Hawley, wks. mgr.; L. M. Rich, vice-pres., sales mgr.; Clifford A. Faust, adv. mgr.; Buford A. Graves, asst.; Louis Greenfield, customer serv. mgr.; J. R. Dysert, pur. agt.; Henry Manker, traffic mgr. **Det. Rep.**—H. E. Kretchmer, 18954 James Couzens, Detroit 21, Mich. **Adv. Agcy.**—Willard G. Gregory & Co., Los Angeles, Calif. E. T. Johnson, acct. mgr.

PUBLICKER INDUSTRIES, INC., 14299 Walnut st., Philadelphia, Pa. Industrial alcohol, chemicals, solvents, thermo antifreeze, S. S. Neuman, pres.; W. T. Lehman, vice-pres.; C. P. Bunn, vice-pres.; L. J. Gunson, secy.-treas.; H. A. Bonyon jr., gen. sales mgr.; Edward Brumbeger, wks. mgr.; A. R. Beinstein, asst. gen. sales mgr.; John Schwed, adv. mgr.; George Berman, pur. agt.; B. A. Bergman, pub. rel. mgr. **Adv. Agcy.**—Al Paul Lefton Co., Philadelphia, Pa.

PUROLATOR PRODUCTS, INC., 970 New Brunswick ave., Rahway, N. J. Filters, lubricating oil, fuel oil, air, etc. Ralph R. Layte, pres.; James D. Abeles, vice-pres. & gen mgr.; Carlos D. Kelly, vice-pres., chge. sales; James B. Lightburn, asst. to vice-pres., chge. of sales; Melville D. Johnson, vice-pres., chge. mfg.; Jules P. Kovacs, vice-pres., chge. engrg.; H. J. Markert, vice-pres. and compt.; W. M. Kane, asst. secy.; Herbert W. Thogode, treas.; Howard J. Hopkins, sales mgr. (distributor); Martin J. Stoltz, sales mgr. (equipment); William K. Abeles, sales mgr. (national accts.); Karl H. Mayers, adv. mgr.; Arthur G. Pogmore, serv. mgr.; J. Gaffney, pur. agt.; Joseph Marino, traffic mgr. **Det. Rep.**—Neil C. Vosler, 609 Fisher bldg., Detroit 2, Mich. **Chicago Rep.**—Andrew Raffay jr., 122 S. Michigan ave., Chicago, Ill. **Los Angeles Rep.**—Carl B. Schnippel and L. Hall, 1401 S. Hope st., Los Angeles, Calif. **Adv. Agcy.**—J. Walter Thompson Co., 420 Lexington ave. William N. McKamy, acct. exec.

PURE OIL CO., THE, 35 E. Wacker dr., Chicago 1, Ill. Automotive lubricants and fuels, motor oils, automatic transmission fluid, chassis grease, wheel bearing and universal joint grease, water pump grease, gear lubricant. L. S. Wescoat, pres.; C. H. Jay, secy.; R. L. Milligan, treas.; R. H. McElroy, vice-pres., sales mgr.; L. W. Sweet, Curtis Dawes, asst. vice-presidents and asst. sales mgrs.; Francis H. Marling, adv. mgr.; Hale Talbot, asst. adv. mgr.; W. J. Marquam, sales prom. mgr.; G. L. Parsons, pur. agt.; Douglas Campbell, pub. rel. mgr. **Adv. Agcy.**—Leo Burnett Co., Inc., Chicago, Ill. Paul C. Harper, acct. exec.

PYRENE MFG. CO., 560 Belmont ave., Newark 8, N. J. Fire extinguishers, fire extinguishers recharges. Wallace B. Phillips, pres.; Geo. H. Boucher, J. Edward FitzSimons, vice-presidents; Edward A. Clapp, secy.-treas.; George F. Crosby, wks. mgr.; Nelson Bauer, asst. gen. sales mgr.; Truman Young, adv. and sales prom. mgr.; Fred A. Dodelin, chief engr. (prod.); James Faulkner, chief engr. (fire protection); Harry L. Friedauf, pur. agt.; Robert Drummond, traffic mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia 7, Pa.

Q

QUAKER STATE OIL REFINING CORP., Quaker State Bldg., Oil City, Pa. Motor oil, lubricants, marine engine oils. H. J. Crawford, chmn. of the bd.; S. Messer, pres.; G. B. Hunter, vice-pres.; J. M. Koch, vice-pres. and sales mgr.; W. R. Reitz, vice-pres. and secy.; C. G. Johnson, treas.; F. O. Koontz, asst. sales mgr.; H. S. Morris, adv. mgr.; A. S. Blank, asst. adv. mgr.; L. R. Forker, pur. agt.; E. E. Brumberg, traffic mgr. **Det. Rep.**—T. R. Cash, P. O. Box 13, Ann Arbor, Mich. **Adv. Agcy.**—Kenyon & Eckhardt, Inc., New York City, N. Y. Donald Maggini, acct. exec.

R

R V JACK CORP., P. O. Box 205, Arcade, N. Y. Wheeled hydraulic garage jacks, hydraulic post jacks, auto trestles. F. A. Graham, pres. and treas.; R. H. Wixson, vice-pres.; F. A. Graham jr., secy. and pur. agt.

RADIATOR SPECIALTY CO., 1700 Dowd rd., Charlotte 1, N. C. Cooling system maintenance and repair products, gasket sealing compounds, oil and gasoline additives, rubber parts and special by-products. Solder Seal Line of chemical and rubber specialty products. I. D. Blumenthal, pres.; Herman Blumenthal, vice-pres. and treas.; V. P. Bresan, sales mgr.; D. S. Green, sales prom. mgr., adv. mgr.; Irving Richek, pur. agt.; Wm. F. Hutchison, asst. **Adv. Agcy.**—Walter J. Klein Co., Charlotte, N. C.

RAMSEY CORP., 3693 Forest Park blvd., St. Louis 8, Mo. Piston rings, piston sta-

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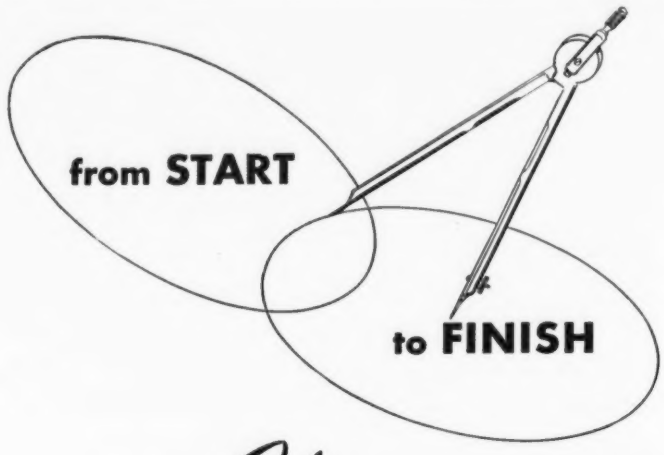

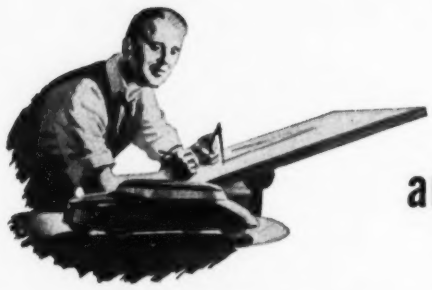

These modern facilities are yours to command in designing and developing your products

Whether your product be a simple one-piece stamping or a complete commercial or passenger car body, Wettlaufer's organization is fully capable of handling all phases of the designing and developing of your sample models.

Serving many diversified industries, Wettlaufer's staff of highly trained designers, engineers and craftsmen, have the practical experience to save you time, worry, and money, by eliminating any faulty design features that may prove incompatible with sound engineering and production principles.

For a fresh viewpoint on your present or future design or model problems write E. G. Wettlaufer, President, for complete information.

WETTLAUFER MANUFACTURING CORP.

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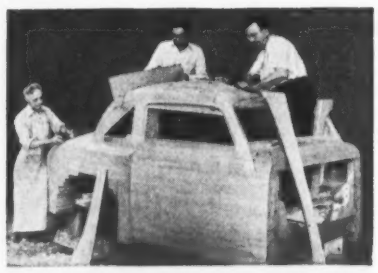
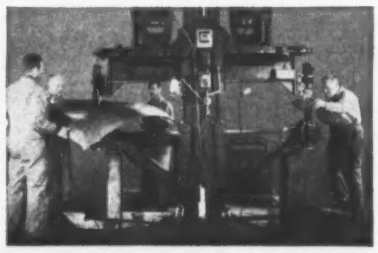
Wettlaufer stylists combine their artistic talent with practical engineering.

Nerve-center of Wettlaufer Manufacturing Corp. is the Design and Engineering Department.



Skilled woodworkers finish down a full mock-up for an automotive client.

Long experience and great skill are required to shape sheet metal panels.



Heavy duty hammers are used to shape experimental sheet metal parts.

Wettlaufer's metal working department can handle your complete metal working program.

The Saturday Evening POST carries more automotive advertising to more people than any other magazine

Who's Who in Auto Industry

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billizers, oil and grease seals. J. A. Coolidge, pres.; J. A. Ramsey, vice-pres.; H. Ramel, vice-pres, and wks. mgr.; O. C. Holaday, vice-pres., gen. sales mgr. (southern div.); W. H. Chamberlain, secy.; E. E. Stuart, treas.; J. A. Fox, comptr.; John Burroughs, sales mgr. (northern div.); Joe Miller, asst. sales mgr.; W. G. Myers, adv. mgr. and pur. agt.; Hadley Quade, serv. engr.; M. W. Marien, vice-pres., chief engr. **Det. Rep.**—Gordon Lee, 6505 2nd blvd., Detroit, Mich. **Adv. Agcy.**—Van Auken, Ragland & Stevens, Chicago, Ill.

RANCO, INC., 601 W. Fifth ave., Columbus 1, O. Automobile heater, control vales. E. C. Raney, pres., secy., gen. mgr.; A. M. Hoover, vice-pres.; A. J. Meyer, treas.; R. Opp, wks. mgr. G. E. Graff, sales mgr.; W. H. Stanley, asst. sales mgr.; M. S. Vidis, adv. mgr.; Fred Greenwalt, chief engr.; H. Y. Levin, pur. agt.; L. Levengood, pub. rel. mgr. **Det. Rep.**—J. S. Beechler, 3-146 General Motors bldg. **Adv. Agcy.**—Howard Swink, Marion, O. Paul Koehler, acct. exec.

RANDALL CO., 5000 Spring Grove ave., Cincinnati 32, O. Automobile body specialties. Maxwell C. Weaver, pres. and gen. mgr.; A. O. Engelhardt, vice-pres.; Wm. B. Behrens, secy. and treas.; Robert Hoffman, supt.; J. L. Troy, pur. agt. **Det. Sales Mgrs.**—F. D. Leonard, F. L. Seeley, Hugh A. Shillady, 814 New Center Bldg., Detroit 2, Mich.

RANKIN MFG. CO., First and Iowa sts., Cedar Falls, Ia. Automobile seat covers. R. V. Rankin, pres. and gen. mgr.; Lee J. Oberle, vice- pres. in chge of prod.; W. E. Kyle, controller; D. C. Whitmore, credit and office mgr. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

RAYBESTOS DIV., of Raybestos-Manhattan, Inc., 75 E. Main st., Stratford, Conn. Brake lining, clutch facings, fan belts, radiator hose, car mats, packings. J. F. D. Rohrbach, pres.; R. B. Davis, gen. mgr.; J. F. Fenning, wks. mgr.; Norman Leeds jr., gen. sales mgr. J. L. McGovern jr., replacement sales mgr.; J. W. Brush jr., adv. mgr. and sales prom. mgr.; A. K. Litchfield, chief engr.; J. E. Reagan, pur. agt.; L. Lorenzo, traffic mgr. **Det. Rep.**—Raybestos-Manhattan, Inc., 620 Fisher bldg., Detroit, Mich. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. Sherman Landers, acct. exec.

RAYBESTOS-MANHATTAN, INC., 61 Willett st., Passaic, N. J. Brake linings, brake blocks, clutch facings; friction material for automatic transmissions; V-belts; radiator, hydraulic, air and booster brake, and windshield wiper hose for automobiles, trucks, buses, airplanes, farm tractors and implements, earth-moving and industrial equipment; hydraulic brake parts, belting, hose, molded goods and specialized industrial rubber goods; rubber covered equipment; abrasive grinding and diamond wheels; asbestos, rubber, metallic, flax and plastic packings; asbestos textiles. S. Simpson, chmn. of bd.; J. F. D. Rohrbach, pres.; H. E. Smith, vice-pres., Rubber Products Sales; J. H. Merrell, vice-pres., Western Sales Div.; W. S. Simpson, secy.; G. R. Weber, treas.; G. W. Marshall, jr., Gen. Sales Mgr., asbestos products; H. C. Dishman, Sales Mgr., equipment sales; F. A. Miller, dir. mktg. and mhse.; S. R. Zimmerman, Jr., dir. of friction material research and development. **Det. Rep.**—Raybestos-Manhattan, Inc., 620 Fisher Bldg., Detroit 2, Mich. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa. S. G. Landers, acct. exec.

RAYMOND MFG. CO., Div. Associated Spring Corp., 226 So. Center st., Corry, Pa. Coil springs, metal stampings, wire forms, expansion plugs, valve locks and springs, clutch and brake springs, miscellaneous replacement springs, small screw machine products. Fuller F. Barnes, pres.; Harry C. Barnes, vice-pres.; S. Russell Mink, secy.; Alden C. Purrington, treas.; E. W. Feldt, gen. mgr.; H. H. Heerlein, works mgr.; L. Stowe, sales mgr.; R. L. Reed, asst. sales mgr.; E. G. Crapser, Jr., adv. mgr.; L. Stowe, serv. mgr.; L. Chase, chief engr.; C. H. Holden, pur. agt.; L. Danner, asst. pur. agt. **Adv. Agcy.**—The Davis Press, Inc., Worcester 8, Mass.

READING BATTERIES, INC., P. O. Box 916, Reading, Pa. Storage batteries. J. Turner Moore jr., pres and gen. mgr.; Harrison A. Peck, vice-pres. and dir. of sales; George B. Gaul, secy.-treas.; Carl G. Reetz, dir. of engrg. and prod.; Harry Hutz, dir. research and development; C. A. Degucz, aircraft sales engr.; Francis J. Spatz, adv. and prom. mgr.; LeRoy F. Goff, customer serv. mgr. **Adv. Agcy.**—Kamp & Godfrey, Inc., Lancaster, Pa. William B. Kamp, acct. exec.

REDMOND CO., INC., Owosso, Mich. Motors, blowers, speed controllers. Frank C. Campbell, pres.; James G. Kennedy, exec. vice-pres.; W. Walter Young, comptroller-treas.; Carol Nolan, secy; Paul B. Best jr., vice-pres., chge. series motor sales; James W. Tweedy, vice-pres., chge. induction motor sales; Glenn Baumhardt, vice-pres., chge engrg.; Wilfred R. Fox, vice-pres., chge. market research and adv.; Ned Sebring, pur. dir.; Russell Conklin, ind. rel. dir.; Andrew Wylie, chief engr.; Pete Pichiotine, traffic mgr. **Adv. Agcy.**—Marvin Hahn Adv., Detroit 2, Mich.

REED AND CO., INC., 1244-8 N. 6th st., Milwaukee 12, Wis. Rebuilding of shock absorbers and brake cylinders. S. B. Reed, pres., gen. mgr.; M. E. Horton, vice-pres.; M. P. Reed, secy.

REED-PRENTICE CORP., 677 Cambridge st., Worcester 4, Mass. Plastic injection molding machines, die casting machines, engine lathes, toolroom lathes, vertical production lathes, vertical milling machines, portable power chain saws. F. W. McIntyre sr., pres.; F. W. McIntyre jr., vice-pres., sales mgr.; E. G. Connally, secy.; D. H. Dalbeck, treas.; John Bush, wks. mgr.; G. W. McIntyre jr., adv. mgr.; R. L. Rougemont, chief engr.; R. P. Harrington, pur. agt.; H. T. Thayer, asst.; T. Perrault, traffic mgr. **Det. Rep.**—Kordenbrock Machinery Co., 2832 E. Grand blvd. **Adv. Agcy.**—Berg-Marshall, Inc., Worcester, Mass. John Leonard, acct. exec.

REMINGTON RAND, INC., 315 Fourth ave., New York 10, N. Y. Punched-card tabulating machines, calculating machines, adding machines, electric typewriters, contact photographic printers, loose-leaf accounting systems, photo-copy cameras, safe-cabinets, and safe-files, accounting machines, microfilm machines, library and office furniture, standard typewriters Dexigraph cameras, catalog and ring binders, filing systems and service, duplicators, stencils and supplies, Kardex visible systems, noiseless typewriters, television cameras, typewriter ribbons and carbons, Line-a-Time copyholders, portable typewriters, electric shavers, photograph projection papers. J. H. Rand, pres.; J. A. W. Simson, secy.; F. W. Parker, treas.; S. H. Ensinger, adv. mgr.; F. J. Atwood, pur. agt. **Adv. Agcy.**—Leeford Adv. Agency, New York 16, N. Y. D. D. Lee, acct. exec.

RENAULT SELLING BRANCH, INC., 270 Park ave., New York 17, N. Y. Automobiles, trucks, farm tractors, buses, diesel locomotives. Marcel Guillelmon, pres.; Robert L. Lamaison, vice-pres., gen. mgr.; Percy A. Shay, secy.; Charles A. Bennett, treas.; F. Villeneuve, asst. gen. mgr.; James C. Touchton, sales mgr.; Kenneth C. Howard, compt.; Robert Hiatt, serv. mgr.; Henry L. Brownback, chief engr. **Adv. Agcy.**—Philip Kerby, 350 5th ave., N. Y. Carl Reimers Co., Inc., acct. exec.

RENIE METAL PRODUCTS CORP., 807 Bowman st., Mansfield, O. Steel storage cabinets, parts bin, lockers, counters. P. G. Renie, pres. and treas.; Marie N. Renie, secy.; Robert Renie, works mgr.

REYNOLDS METALS CO., 2500 S. 3rd st., Louisville 1, Ky. Aluminum mill products; pig and ingot, wire, rod, bar, screw machine stock; sheet, coil, plate, embossed sheet; extruded shapes, architectural shapes, structural shapes; pipe, tubing; stamped and drawn parts; protective foil. R. S. Reynolds jr., pres.; D. P. Reynolds, vice-pres., sales mgr.; Allyn Dillard, secy.; Calvin Coghill, treas.; D. F. Beard, dir. adv.; Ray Christensen, industrial adv. mgr.; M. W. Henry, gen. pur. agt.; J. I. Snead, traffic mgr.; Keen Johnson, vice-pres. in chge. of pub. rel. **Det. Reg. Mgr.**—L. D. Yager, 1010 Fisher Bldg., Detroit, Mich.

REO MOTORS, INC., 1331 S. Washington, Lansing 20, Mich. Medium and heavy-duty trucks, safety school buses, transit coaches. H. E. Hund, chmn. of the bd.; J. S. Sherer jr., pres. and gen. mgr.; J. J. Dervin, vice-pres. and asst. gen. mgr.; R. F. McKim, secy.; Glen Whisler, treas.; J. B. Newman, comptroller; A. L. Struble, gen. sales mgr.; A. W. Zimmer, works mgr.; Doyle W. Lott, adv. and pub. rel. mgr.; P. H. Hamelink, parts and serv mgr.; William Walworth, chief engr.; J. J. Dervin, pur. agt.; Charles Larkin, asst. pur. agt. **Det. Factory Branch**—Reo Motors, Inc., 3607-29 Michigan ave., Detroit, Mich. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Detroit, Mich. Jack Williams, acct. exec.

REPUBLIC GEAR CO., 2197 Beaufait ave., Detroit 7, Mich. Ring and pinion gears, differential cases and internal parts. transmission gears, flywheel starter gears, cylinder heads, timing gears, axle shafts, timing chains. T. R. Navin, pres. and gen. mgr.; S. S. Richhart, secy-treas.; Harold Sanford, works mgr.; H. S. Ries, vice-pres. and dir. of sales; G. S. Harris, export mgr.; R. E. Winans, pur. agt.; W. E. Zimmie, traffic mgr. **Det. Rep.**—L. K. Seward, 2197 Beaufait ave., Detroit 7, Mich. **Adv. Agcy.**—Chas. M. Gray & Assoc., Detroit, Mich.

REPUBLIC STEEL CORP., Republic Bldg., Cleveland 1, O. Carbon, alloy and stainless steels, semi-finished, bars, sheets, strip, plates, pipe, tubing, wire products, tin plate, pig iron, steel building products, bolts, nuts, rivets, fabricated steel products, steel drainage products, steel containers, pressed steel products. T. M. Girdler, chmn.; C. M. White, pres.; J. M. Schiendorf, vice-pres. (sales); E. M. Richards, vice-pres. (planning and developments); W. M. Kelley, vice-pres. (operations); T. F. Patton, vice-pres. and gen. counsel; W. W. Hancock, vice-pres. (finance) and secy.; E. G. Resch, treas.; G. M. Feiel, comp.; Norman W. Foy, gen. mgr. of sales; L. S. Hamaker, asst. gen. mgr. of sales; C. W. Ruth, dir. of adv.; H. H. Oldham, asst. dir. of adv.; F. J. Laskey, mgr. of pur. and raw materials; W. T. Adams, gen. pur. agt.; H. D. Rhodehouse, traffic mgr.; E.

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Who's Who in Auto Industry

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S. Bowerfind, pub. rel. mgr. **Det. Rep.**—G. F. Hess, dist. sales mgr., Fisher Bldg. **Adv. Agcy.** — Meldrum & Fewsmith, Inc., Cleveland, O. J. C. Clawson, acct. exec.

RESISTOFLEX CORP., Belleville 9, N. J. Gasoline, fuel, oil, refrigerant, hose assemblies; hose and fittings; molded parts. Edgar S. Peiferis, pres.; H. E. Krebs, vice-pres. in chge. sales; F. V. Smith, secy.; W. A. Bower, treas.; H. Hansen, works mgr.; A. N. St. John, chief engr.; T. W. Wright, pur. agt. **Det. Rep.**—A. A. Reed, P. O. Box 11, Royal Oak, Mich. **Adv. Agcy.**—Rickard & Co., 330 W. 42nd st., New York City.

RESOLUTE INSURANCE CO., 83 Chapel st., Hartford 2, Conn. Fire, theft and collision insurance on financed automobiles for independent finance and loan companies, banks and automobile dealers financing own time sales. Louis Morganstern, pres.; W. S. Henderson, vice-pres.; J. E. Baldwin, vice-pres.; A. W. Kerch, vice-pres. and treas.; M. H. Cassidy, secy.; G. L. Meyerson, asst. secy.; Emma Dovin, asst. secy.; John C. Blackall, gen. counsel.

REVERE COPPER & BRASS INC., 230 Park ave., New York 17, N. Y. Copper and red brass for radiators, tubing for fuel, oil, gauge lines; brass for lamps, bearing shells, small parts, terminals, screws, bolts, nuts, hub caps, decorations, name plates, etc.; aluminum alloy tubing, extruded shapes, coiled sheet and forgings; electric welded steel tube for exhaust and tail pipes, torque tubes, steering columns. C. D. Dallas, chmn. of bd.; J. J. Russell, pres.; C. A. Macfie, vice-pres., gen. sales mgr.; B. Aspinwall, secy.; A. E. McCormick, treas.; N. A. Schuele, adv. mgr.; D. F. Haggerty, asst. adv. mgr.; H. A. Schlieder, pur. agt. **Det. Rep.**—Revere Michigan Div., 5851 W. Jefferson ave., Detroit 9, Mich. **Adv. Agcy.**—St. Georges & Keyes, Inc., New York 17, N. Y. M. St. Georges, acct. exec.

REX METAL PARTS CO., 1295 W. 78th st., Cleveland 2, O. Fenders, grilles, license plate holders, beaver tails, hoods, continuous type piano hinges, ventilators. Louis Konrad, pres.

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RINCK-McILWAINE, INC., 16 Hudson st., New York 13, N. Y. Walter Rinck, pres., gen. and sales mgr.; John J. McGuckin, vice-pres. and works mgr.; George W. McIlwaine, secy., treas. **Adv. Agcy.**—Walter Scott Adv. Agency, New York, N. Y.

RING-WALD PRODUCTS, 123 N. Lowry ave., Springfield 30, O. Manufacturers of school bus safety devices. Clarence Ringwald, owner.

RINSHED-MASON CO., 5935 Milford st., Detroit 10, Mich. Lacquers, enamels, undercoats, putties, thinners. Frederick G. Weed, pres.; Wm. R. Barrett, sales mgr.; Dale Thieben, pur. agt. **Adv. Agcy.**—Marvin Hahn Adv., Detroit, Mich.

RITE TOOL CO., INC., 136 Pocasset st., Fall River, Mass. Hand lathe for turning and undercutting automotive and other small armatures. Seabury B. Waring, pres., treas.; Ray C. Westgate, secy. **Adv. Agcy.** — Cory Snow, Inc., Boston, Mass.

ROADWAY MOUNTING & EQUIPMENT CO., INC., 21177 Mound rd., P. O. Box 164, Van Dyke, Mich. Truck bodies and accessories. Leonard J. Marquis, pres.; Jewell J. Scott, vice-pres.; Albert Franta, vice-pres.; Charles D. Mosier, secy.-treas.

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ROCHESTER PRODUCTS, Div. of General Motors Corp., 1000 Lexington ave., Rochester 3, N. Y. Carburetors; steel tubing—welded and brazed; automobile locks; fuel pumps; aircraft engine controls. Thomas L. Lee, gen. mgr.; Ralph B. Knight, asst. gen. mgr.; Rea I. Hahn, works mgr.; George A. Johnson, sales mgr.; Elmer Olson, chief engr.; H. E. Rodgers, pur. agt.; E. R. Anderson, asst. pur. agt.; Joseph P. Cahill, traffic mgr.; James R. Sebaste, pub. rel. mgr. **Adv. Agcy.**—Campbell-Ewald Co., Detroit, Mich. Wayne White, acct. exec.

ROCKFORD CLUTCH DIV., Borg-Warner Corp., 18th ave. and 9th st., Rockford, Ill. Automotive clutches, industrial clutches and power take-offs. A. A. Warner, pres. and gen. mgr.; E. C. Shields, vice-pres.; F. M. Palmquist, secy. and treas.; H. L. Emerson, works mgr.; M. E. Carlson, asst. works mgr.; G. L. Christianson, sales and adv. mgr.; A. H. Anderson, chief engr.; C. G. Knott, pur. agt. **Det. Rep.**—E. C. Shields, A. M. Reibitz, 7-234 General Motors Bldg., Detroit. **Adv. Agcy.**—Midwest Adv. Agency, Rockford, Ill.

RODMAN MFG. CO., INC., 105 S. Gorham st., Jackson, Mich. Grip-On mechanics' protective work covers, seat covers, fender covers, steering wheel covers, door covers, floor mats, prone shooting mats. M. S. Rodman sr., pres., gen. mgr.; M. S. Rodman jr., vice-pres., sales mgr.; C. R. Trotter, secy., treas., asst. sales mgr.; R. L. Mock, wks. mgr. **Det. Rep.** A. H. Wallis, 18367 Grayfield st.

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ROLLER BEARING CO. OF AMERICA, Whitehead rd. P. O. Box 480, Trenton 3, N. J. Cylindrical roller bearings. Raymond E. Trainer, pres. and gen. mgr.; Francis H. Trainer, vice-pres. and wks. mgr.; Joseph J. Trainer, secy.; Edward C. Trainer, treas.; John F. Gooley, sales and adv. mgr.; E. M. Scribner, asst. sales mgr.; Victor L. Barr, chief engr.; Richard J. McCoy, pur. agt.; James J. Grace, traffic mgr. **Det. Rep.**—Charles Schuler, 6432 Cass ave., Detroit 2, Mich. **Adv. Agcy.**—Eldridge, Inc., Trenton, N. J.

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ROTTLER BORING BAR CO., 1727 First ave., S., Seattle 4, Wash. Cylinder boring bars. C. T. Rottler, pres.; F. S. McLachlan, secy.; J. C. Rottler treas. **Adv. Agcy.**—American Printing Co., Seattle, Wash.

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S-W-W, INC. (Stateweld Products), 1200 East Bay ave., New York 59, N. Y. Truck radiator grille guards, Pack-a-Jack tool cases, pipe and ladder carrying racks. E. A. Rehrmann, pres.; Harry Birnbaum, secy.-treas.; M. Shatzkin, wks. mgr.

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SAGINAW STEERING GEAR DIV., General Motors Corp., 628 N. Hamilton st., Saginaw, Mich. Steering gears, steering linkages, propeller shafts, universal joints, diesel engine and aircraft parts, ball bearing screw and nut assemblies, jacks. William H. Doerfner, gen. mgr.; O. William Habel, works mgr.; Harry Hawkins, sales mgr.; Wesley Mitts, asst. sales mgrs.; C. W. Lincoln, chief engr.; Fred M. Cooper, pur. agt. William F. Glass, traffic mgr. **Adv. Agcy.**—Campbell-Ewald, Detroit, Mich. W. E. Schweikart, acct. exec.

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SCHNABEL CO., S. Tenth st., Pittsburgh 3, Pa. Truck bodies, refrigerated; package delivery, retail milk and all other custom-built truck bodies. John A. Schnabel, pres.; Ray Mansmann, treas., chmn. of bd.; Wm. DeKlavon, asst. chmn. of bd.; John B. Stoessel, wks. mgr.; Adolph Stark, chief engr.; Donald N. Rupert, pur. agt.; Charles W. Puder, local sales; Barr Cannon, nat'l sales.

SCHRADER'S SON, A., Div of Scovill Mfg. Co., Inc., 470 Vanderbilt ave., Brooklyn 17, N. Y. Air chucks; blow guns; tire valve caps and cores; quick-acting couplers; hose couplings; hose ferrules; air hose fittings; air line (chuck), air pressure and tire gauges; pumps; valve tools (servicing and parts); valves for rubberized fabric containers; tire valves; electric and non-electric vulcanizers. S. T. Williams, gen. mgr. (A. Schrader's Son div.); G. A. Drew, gen. sales mgr.; B. M. Muchmore, mgr. acc. sales; F. L. Engstrom, mgr. ind. sales; D. F. Cisney, adv. mgr.; C. H. Wilkens, asst. sales mgr. chge. of Akron branch; G. H. Schneider, mgr. tech. serv. (Brooklyn, N. Y.). **Adv. Agcy.**—G. M. Basford, 60 E. 42nd st., New York 17, N. Y.

SCHROEDER & TREMAYNE, INC., 1711 Delmar blvd., St. Louis 3, Mo. Imported English chamois, imported French chamois, Cord-bound chamois, Seawool sponges, Cellusponge and Alpine cellulose sponges. Theodore Schroeder, pres. and gen. mgr.; F. B. Schroeder, vice-pres., sales mgr.; Carl Rueck, secy.-treas.; A. Smith, pur. agt.

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SCINTILLA MAGNETO DIV., Bendix Aviation Corp., Sidney, N. Y. Magnetos for aircraft, turbo jet, marine and industrial engines, ignition switches; radio shielded ignition harnesses; electrical connectors; moldings; ceramics. G. C. Cottrell, compt.; G. E. Steiner, gen. mgr.; W. Michel, factory mgr.; A. W. DeChard, sales mgr.; W. A. Uline, asst. sales mgr.; T. Z. Fagan, adv. mgr.; L. W. Trees, serv. mgr.; W. J. Spengler, exec. engr.; J. Borstein, pur. agt.; R. L. Hamilton, traffic mgr.; A. H. Bode, pub. rel. dir. **Adv. Agcy.**—MacManus, John & Adams, Inc., Fisher Bldg., Detroit, Mich. Ray Blackwell, acct. exec.

SCOVILL MANUFACTURING CO., 99 Mill st., Waterbury 91, Conn. Contract Mfg. Div.: Metal parts and complete assemblies made on a contract basis. Complete manufacturing and finishing facilities for the production of stampings, drawn shells, and eyelets from steel, aluminum, brass, copper, and zinc. Screw Machine Products Div.: Screw machine products made to order—"Uniflare," tube fittings, "Loxit," compression tube fittings. Forgings Div.: Nonferrous metal forgings. Industrial Fastener Div.: Pre-assembled washer units, machine, self-tapping, and Philip's head screws, special industrial fastener devices. L. P. Sperry, pres., treas., gen. mgr.; W. M. Goss, vice-pres.; M. L. Sperry, II, secy.; P. E. Fenton, sales mgr.; A. M. Rogers, W. H. Hill, asst. sales mgr.; A. P. Hickox, pur. agt.; J. B. Griffin, traffic mgr.; A. C. Curtiss, pub. rel. mgr. **Det. Rep.**—William Black, 15755 James Couzens Highway. **Adv. Agcy.**—James Thomas Chirurg, New York, N. Y. Bayard Allis, acct. exec.

SCULLY SIGNAL CO., 88 First st., Cambridge 41, Mass. Whistling gas tank fill signals. Frank P. Scully, pres.; Edward C. Kleber, treas., pur. agt.; Carl A. Goddard, sales mgr. **Det. Rep.**—W. M. Rosborough.

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SEALTIGHT CORP., 625 Fourth ave., S. E., Cedar Rapids, Ia. Ignition insulators. O. W. Lawrence, pres.; H. A. Stone, vice-pres.; C. W. Nelson, secy., gen. mgr., adv. mgr., pur. agt.; E. J. Wasta, treas.; B. A. Dominick, sales mgr.; L. L. Abbott, asst. pur. agt., traffic mgr. **Adv. Agcy.**—Altman-Gilbert Adv. Agency, Cedar Rapids, Ia.

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SEIDEN PNEUMATIC TOOL CO., 423 Barrett st., Jackson, Mich. Pneumatic hammer for automobile body and fender bumping. Oakley D. Lutes, partner-in chge.; Leo O. Blake, chief engr. **Adv. Agcy.** — Stevens Inc., Grand Rapids, Mich. Carl Clum, acct. exec.

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SHELL OIL CO., 50 W. 50th st., New York, N. Y. Motor and aviation fuels; diesel, heating and industrial fuels, lubricants and greases, asphalt products, liquefied petroleumgas, organic and agricultural chemicals. H. S. M. Burns, pres.; F. W. Woods, secy.; A. G. Schel, treas.; H. G. Swanson, sales mgr.; B. C. Astrup, asst. sales mgr.; D. C. Marschner, adv. mgr., sales prom. mgr.; C. J. Smith, asst. adv. mgr.; W. H. Bratches, pur. mgr.; T. T. Thompson, asst. pur. mgr.; H. L. Curtis, asst. to pres., pub. rel. **Det. Mgr.**—John Southworth, 154 Bagley ave. **Adv. Agcy.** — J. Walter Thompson, New York, N. Y. Henry Stevens, acct. exec.

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SHERMAN-KLOVE CO., 3535 W. 47th st., Chicago 32, Ill. Screw machine products, pipe plugs, mechanics' hand service tools, metal tool boxes, metal boxes (all types), metal cabinets. J. W. McDonough, pres. and gen. mgr.; W. J. McDonough, vice-pres., works mgr., pur. agt.; E. L. Mc-

(Continued on Page 198)

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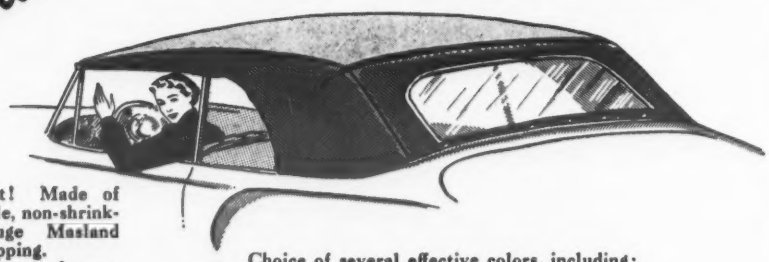

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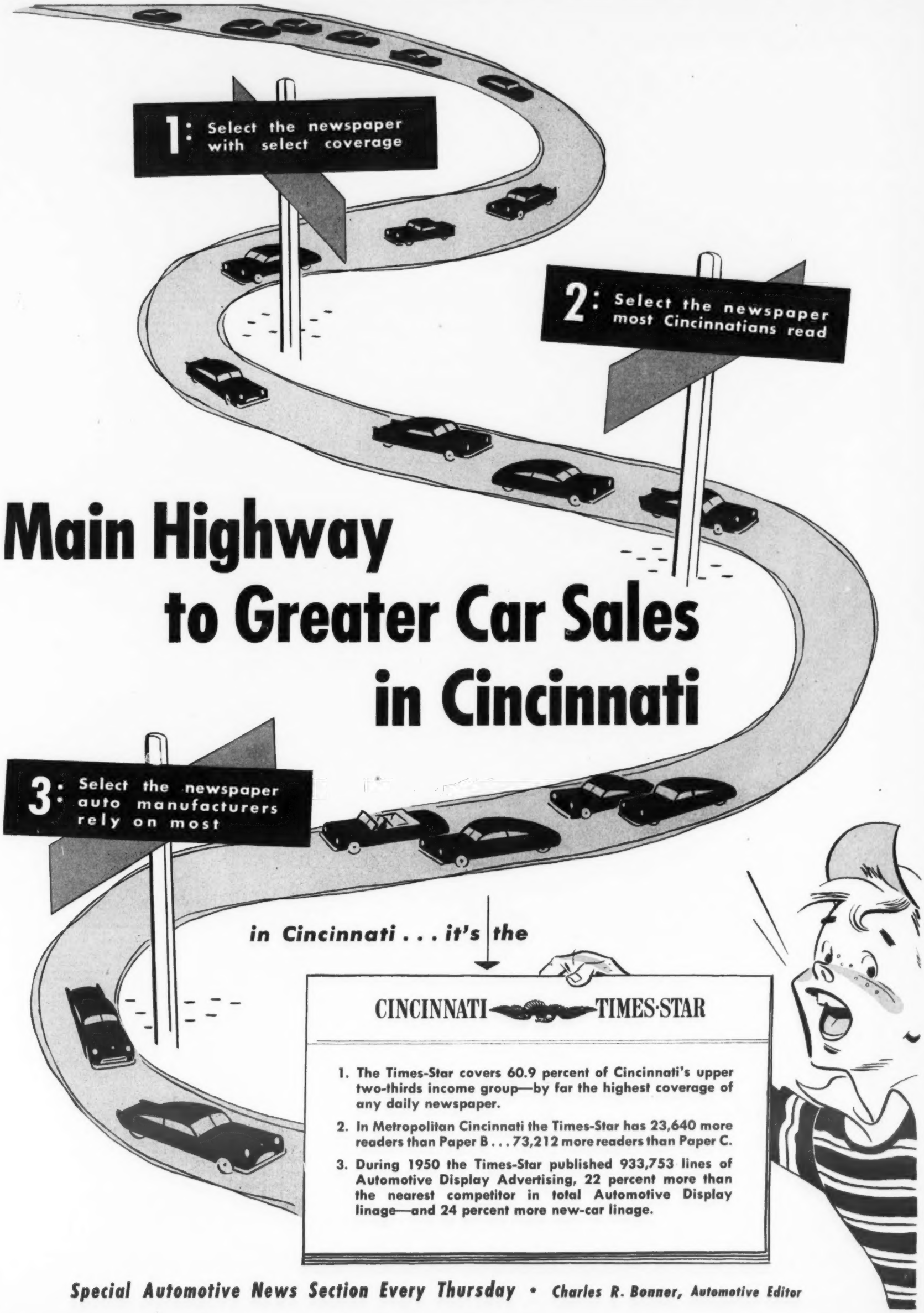

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Who's Who in Auto Industry

(Continued from Page 196)

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SHERWIN-WILLIAMS CO., 101 Prospect ave., Cleveland 1, O. Paints, varnishes, lacquers, chemicals, pigments, automotive finishes. A. W. Steudel, pres.; M. J. Fortier, vice-pres., gen. mgr.; C. M. Lemperly, dir. of sales; F. J. Squires, secy.; L. H. Schroeder, treas.; V. Mills, gen. mgr., of mfg.; E. W. Windsor, gen. mgr. automotive finishes sales; D. J. May, sales prom. mgr. automotive finishes; R. F. Hennig, pur. agt.; J. B. Sanford, traffic mgr.; C. F. Toll, adv. mgr. **Adv. Agcy.**—Fuller Smith & Ross, Cleveland, O.

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SIEWEK TOOL CO., 2862 E. Grand blvd., Detroit 2, Mich. Rapid clamping drill jigs, fixture locks, fixture clamps, fixture details. C. D. Reason, pres., gen. and sales mgr.; D. R. Reason, vice-pres. and adv. mgr.; P. Maulding, secy. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit Mich. C. F. Pineau, acct. exec.

SIGHT FEED GENERATOR CO., Factory and sale offices: West Alexandria, O. Portable & stationary acetylene generators, Rexarc hard-facing and nickel manganese electrodes. C. F. Smith, pres. and gen. mgr.; Earl Rinck, treas. and asst. mgr.; Donald Smith, chief engr.

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SIGNAL-STAT CORP., 523-539 Kent ave., Brooklyn, N. Y. Directional signals for pass. cars, trucks and buses, fuse-in-line receptables, stoplite pilots, emergency lites, flashers. A. Hollins, pres.; J. R. Hollins, vice-pres., chief engr.; L. S. Hollins, secy.-treas., sales mgr. **Adv. Agcy.**—Philip I. Ross Co., 38 East 57th st., New York, N. Y.

SILENT HOIST & CRANE CO., 841 63rd st., Brooklyn 20, N. Y. Cranes for trucks, hoist catch basin cleaning machines, hoist capstans and winches for trucks, hoist truck towers for public utilities, fork lift truck-and-boom crane combination. J. W. Wunsch, pres.; E. M. Wunsch, vice-pres.; Samuel Wunsch, secy.-treas.; Harry Wunsch, wks. mgr.; M. M. Botnick, sales mgr.; Emanuel Jacoby, adv. mgr.; J. Parlangeli, parts and acc. mgr.; F. K. Flynn, chief engr.; A. Vuzzolino, pur. agt. **Det. Rep.**—W. E. Phillips, Equipt., 7279 Artesian ave. **Adv. Agcy.**—Harry Hurst, New York 3, N. Y.

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SLEETEX CO., INC., 404 Fourth ave., New York 16, N. Y. Dual and single defroster blades, windshield wiper blades. Edward C. Abdelnour, pres. and treas.; H. Hadad, secy.; Philip Mahfouz, works mgr. **Adv. Agcy.**—Humbert & Jones, New York, N. Y.

SNAP-ON TOOLS CORP., 8028 28th ave., Kenosha, Wis. Socket wrenches, metal tool boxes, open end wrenches, boxocket wrenches, pliers, punches and chisels, electric drills, sanders and bench grinders, miscellaneous hand tools and shop equipment items. Joseph Johnson, pres.; Rogers Palmer, Wm. A. Seideman, vice-presidents; R. L. Grover, secy.; W. C. Nemitz, treas.; Wm. A. Seidemann, works mgr.; Rogers Palmer, sales mgr.; P. J. Schutt, sales prom. mgr.; Geo. A. Smith, adv. mgr.; G. M. Walraven, chief engr.; F. A. Tetzlaff, pur. agt.; R. W. Bscherer, asst.; L. W. Ruelle, traffic mgr. **Det. Rep.**—W. J. Sharbach, 93 Piquette ave. **Adv. Agcy.**—Cramer-Krasselt Co., 733 N. Van Buren st., Milwaukee, Wis. N. L. Telander, acct. exec.

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SOCONY-VACUUM OIL CO., INC., 26 Broadway, New York 4, N. Y. Gasoline, motor oil, heating fuel and other fuels, many other petroleum products. G. V. Holton, chmn. of bd.; B. Brewster Jennings, pres. and chmn. of exec. comm.; W. F. Burt, J. C. Case, W. L. Faust, J. F. Seal, vice-presidents; W. D. Bickham, secy.; V. B. Geibel, treas.; Herbert Willetts, domestic mktg. mgr.; Paul Gosman, adv. mgr.; George Walker, asst. adv. mgr.; E. A. Heyler, sales prom. mgr.; J. R. Taylor, pur. agt.; A. G. Anderson, traffic mgr.; T. W. Phelps, pub. rel. mgr. **Det. Rep.**—H. J. Muller, Socony-Vacuum Oil Co., Inc., 903 W. Grand blvd., Detroit, Mich. **Adv. Agcy.**—Compton Adv. Agency, 630 Fifth ave., New York, N. Y. Merrell Boyce, acct. exec.

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SOUTHERN FIBER FABRICS, 1210 Candler Bldg., Atlanta 3, Ga. Fiber fabrics. W. D. Ellis, pres.; Wm. M. Thomson, works mgr.; W. Linton Howard, sales mgr. **Adv. Agcy.**—Robert E. Martin & Co., Atlanta, Ga.

SOUTHERN FRICTION MATERIALS CO., Box 1475, Charlotte 1, N. C. Woven asbestos brake lining, molded asbestos brake lining. Howard Snow, pres.; John O. Camp, vice-pres., sales and adv. mgr.; Clayton Daniel, secy.; W. W. Dunkin, treas.; F. L. Johnston, works mgr.; DeWitt R. Austin jr., asst. sales mgr.; Clayton Daniel, chief engr. **Adv. Agcy.**—Ayer & Gillett, Inc., Charlotte, N. C. I. T. Ayer, acct. exec.

SOUTH GATE BRAKE SPECIALTIES CO., 9809 Long Beach blvd., South Gate, Calif. Brake cable adjuster, energizers for 1935-38 Ford pass., Chrysler type cars anchor bolts, floating anchor pin for chevrolet cars and half-ton truck 1936-50, interceptor washers for Chrysler built cars 1936-51 (brake), brake leverage shims 1935-38 Ford pass. Frank F. Gammell, pres., gen. mgr.; Charles H. Lewis, vice-pres., pur. agt.; Wesley N. White, secy., sales mgr.; Gilbert Smith, wks. mgr.; L. K. Spratlen, asst. sales mgr.; Wentworth Mann., adv. mgr.; J. N. Homan, chief engr. **Det. Rep.**—Leon A. Servatius, 4028 West Lake st., Chicago, Ill. **Adv. Agcy.** — Mann Advertising Agency, Los Angeles, Calif. Orville Kelman, acct. exec.

SOVEREIGN PLAN, INC., THE, 2900 S. Michigan ave., Chicago 16, Ill. Service promotional systems, dealer forms, 30-000-mile new car service bonds. Samuel R. Stiefel, pres.; Harold Eisenstein, secy., treas.; Bernard D. Verin, adv. mgr. **Det. Rep.**—Guy Dennis, 14660 Klenk st.

SPARK-O-LINER CORP., 601 11th ave. South, Minneapolis 4, Minn. Perry cooling system filter, Spark-O-Liner. M. K. Guthrie, pres.; M. M. Perry, vice-pres. and gen. mgr.; E. E. Huyck, secy. and treas.; M. L. Kocher, works mgr.; M. M. Perry, sales mgr.; J. A. Vettel, asst. sales mgr.; R. Kellogg, sales prom. mgr.; E. Hankes, project engr.; S. J. Willis, chief engr.; M. L. Kocher, pur. agt.; G. Arends, traffic mgr. **Adv. Agcy.**—Ray C. Jenkins, Minneapolis, Minn. Ray Jenkins, acct. exec.

SPARTON AUTOMOTIVE, Div. of The Sparks-Withington Co., Plant No. 1, North st., Jackson, Mich. Horns (automotive warning signals), directional signal lamps, clearance lamps, stop, fog and backup lights, polarized rear view mirrors. W. J. Corbett, pres. and gen. mgr.; J. J. Bigelow, sales and adv. mgr.; O. A. Rhein, asst. sales and asst. adv. mgr.; George White, chief engr.; John Towler, pur. agt. **Adv. Agcy.**—Brooke, Smith, French & Dorrance, Inc., Detroit, Mich.

SPEAKER CORP., J. W., 3059 N. Weil st., Milwaukee 12, Wis. Passenger car and truck directional signals, clearance and marker lamps, back-up lights, slow lamps, sealed beam adapters, hand brake signal lights, stop and tail lights, license plate brackets, reflex reflectors, rear view mirrors, interior and exterior, battery lifters, electro-timers, Match Patch and Electro-Patch vulcanized tube repairs, Match Patch and Electromatic vulcanizers, electric tube and tire spot vulcanizers, tire casing patches, rubber tire rivets, cold patch kits, car and truck replacement tire valves, valve caps and cores, tire gauges. John W. Speaker, pres. and treas.; H. K. Watson, asst. secy. and works mgr.; Elmer Widerberg, vice-pres.; W. A. Goes, asst. sales mgr.; J. A. Pescheck, asst. adv. mgr.; F. D. Sullivan, pur. agt.; W. Trautner, asst. chief engr.

SPEEDI-DRI CORP., 210 W. Washington Square, Philadelphia 5, Pa. Speedi-Dri, Sol-Speedi-Dri, Driocel. R. H. Hubbell jr., pres.; H. M. Gwyn jr., vice-pres., adv. mgr.; W. E. Sawyer jr., secy.; R. A. Hogan, sales mgr. **Adv. Agcy.**—Gray & Rogers, Philadelphia, Pa.

SPENCER-SAFFORD LOADCRAFT, INC., Augusta, Kans. Truck trailers and bodies, trailer axles, brakes, fifth wheels and hubs. E. S. Safford, pres.; Wm. H. Seed, exec- vice-pres.; D. Davis, chief

(Continued on Page 199)

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GENERAL MOTORS ACCEPTANCE CORPORATION

Who's Who in Auto Industry

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engr.; Keith Detrick, pur. agt.; L. Pennington, serv. parts.

SPICER MFG. DIV., Dana Corp., 4100 Bennett rd., Toledo 1, O. Universal joints, transmissions, axles, torque converters, clutches, propeller shafts, power take-offs, railroad generator drives, frames. C. A. Dana, chmn. of bd.; R. E. Carpenter, pres.; J. V. Melick, vice-pres. and secy.; L. L. Melick, treas. and asst. secy.; Wm Fairhurst, vice-pres., sales and adv.; R. B. Haynes, vice-pres. mfg.; D. D. Robertson, sales mgr.; W. L. Stone, asst. sales mgr.; S. F. Dupree, mgr. serv. parts dept.; R. P. Lewis, exec. engr.; E. C. Sudhoff, dir. of pur.; Paul W. Kieser, dir. of pub. rel. and adv. mgr.; W. J. Bryan, traffic mgr.; C. F. Souder, asst. adv. mgr. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. C. A. Kroening, acct. exec.

SPONGE RUBBER PRODUCTS CO., 294 Derby pl., Shelton, Conn. All types automotive sponge rubber — molded forms, stripping, cord, tubing, sheet and pads; die-cut shapes and forms; foam rubber for cushioning; rubberized curled hair. Frederick M. Daley, pres.; William R. Todd, secy.-treas.; Ralph Holbrook, Donald Spengler (plant A), Jack Montefalco (plant B), Anselm Talalay (plant D), works mgrs.; Wm. F. Lang, sales mgr.; John J. Corrigan, adv. mgr.; Samuel Hayes, serv. mgr.; L. H. DeWyk, chief engr.; Robt. G. Nicol, pur. agt.; Arthur Hunn, traffic mgr. **Det. Rep.**—Banian Corp., New Center Bldg., Detroit. **Adv. Agcy.**—The Conklin Mann Corp., Conklin Mann jr., acct. exec.

STANDARD COTTON PRODUCTS CO., 2701 Camden ave., Flint 1, Mich. Automobile pads, cotton, sisal and jute. Robert N. Green, pres.; Milton G. Warren, Charles L. Dodge, vice-presidents; Ellis H. Warren, secy., treas. and gen. mgr.; Eldred G. Duffy, works mgr.; Milton G. Warren, traffic mgr.; Charles L. Dodge, pub. rel. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd Floor, Fisher Bldg., Detroit.

STANDARD DIE CAST CO., 1900 E. Milwaukee ave., Detroit 11, Mich. Automobile accessories. Jack B. Haley, sales mgr., adv. mgr. and sales prom. mgr.

STANDARD FORGE & AXLE CO., INC., Hunters Station, Montgomery 2, Ala. Trailer axles, brakes, hubs, brake drums, spring suspensions, forgings. John G. Hagan, pres. and treas.; L. H. Waller, secy.; H. R. Silver, gen. mgr. and chief engr.; W. R. McBride, works mgr.; J. A. Rumbley, sales mgr.; James A. Dillard, adv. mgr.; V. R. Ferguson, pur. agt. **Adv. Agcy.**—James Adv. Co., Montgomery, Ala.

STANDARD PRODUCTS CO., sales div., 316 Fisher Bldg., Detroit 2, Mich.; Adm. offices, 2130 W. 110th st., Cleveland 2, O. Auto glass window channel; weatherstrip; scuff plates; molded and extruded rubber tiring and tubing; molded thermoplastics; small metal stampings; rolled metal sections; automotive door locks, supports, checks, latches and controls. J. S. Reid, chmn. of bd.; H. D. Myers, pres. and gen. mgr.; F. R. Valney, vice-pres. in chge. of sales; R. E. McIntyre, vice-pres. and treas.; E. C. Moody, asst. treas.; L. S. Larson, div. mgr. (Port Clinton, O., plant); H. E. Schafer, div. mgr. (Cleveland, O., plant); C. B. Haas, div. mgr. (St. Clair, Mich., plant); J. C. Scott jr. div. mgr. (Gaylord, Mich., plant); L. B. Blythe, div. mgr. (Long Beach, Calif., plant); F. A. Best, pres., Backstay Standard Co., Ltd., P. O. Box 427, Windsor, Ont. (Canadian plant).

STANDARD STEEL SPECIALTY CO., Beaver Falls, Pa. James B. Jamison, pres., gen. and adv. mgr.; Thomas P. Wagner, vice-pres. and treas.; S. Keith Riddle, secy.; Daniel Bingle, works mgr.; J. A. Jackson, sales mgr. **Det. Rep.**—A. T. Thompson, 3049 E. Grand blvd., Detroit 2.

STANDARD STEEL SPRING CO., Fourth ave., Coraopolis, Pa. Automotive bumpers, leaf springs, coil springs, universal joints, steel floor grating, automotive cushion springs, corronizing process. R. C. Enos, pres.; C. J. Queenan, exec., vice-pres.; C. B. Black, vice-pres.; M. B. Hammond, adv. mgr. **Adv. Agcy.**—McFarland, Aveyard & Co., Chicago, Ill.

STANDARD - THOMSON CORP., 216 S. Main st., Dayton 2, O. Spotlights, back-up lights, thermostats, temperature control devices. R. N. Webster, pres.; J. E. Golob, L. G. Zarbock, R. H. Hummert, vice-presidents; A. H. Ellinger, secy. and treas.; J. E. Golob, gen. mgr.; Paul Early, chief engr.; E. J. Connors, asst. sales mgr.; Eileen Brucken, asst. adv. mgr.; Van B. Lewis, pur. agt. **Det. Rep.**—L. M. Payne Co.

STANDARD TUBE CO., 24400 Plymouth rd., Detroit 28, Mich. S. L. Willis, pres. and gen. mgr.; T. F. Thornton, exec. vice-pres.; L. M. Hogan, vice-pres., sales and adv. mgr.; M. H. Cosgrove, secy., treas.; T. F. Marlow, vice-pres. of operations; A. R. Schumann, mgr. of sales; W. H. Linow, mgr. of orders; R. C. Ofenstein, chief engr.; J. A. Robinson, pur. agt.; J. Goodfellow, pub. rel. mgr. **Det. Rep.**—Home office. **Adv. Agcy.**—Zimmer-Keller, Inc., Detroit, Mich. W. Chittenden, acct. exec.

STANLEY CO., INC., JOHN T., 626-662 W. 30th st., New York 1, N. Y. Car washes, auto soaps, polishes, brake liquids, radiator compounds, etc. A. T. Stanley, pres. and treas.; J. W. Stanley, vice-pres.; J. T. Stanley, secy.; N. S. Dahl, gen. mgr.; F. E. Finlay, works mgr.; Norman F. Dahl, sales mgr.; H. Greene, chief engr.; B. J. Adams, pur. agt. **Adv. Agcy.**—Picard, New York City, N. Y. R. A. Picard, acct. exec.

STAR MACHINE & TOOL CO., 201 Sixth st., S.E., Minneapolis 14, Minn. Brake relining machines, brake lining appliers. Star Hydro-Lift cranes. A. O. Wistl, owner; J. W. Bermes, sales mgr. **Adv. Agcy.**—Claude Efnor, Minneapolis, Minn.

STARRETT CO., L. S., Crescent st., Athol, Mass. Mechanics' hand measuring tools, precision instruments, hack saws, band saws, dial indicators, steel tapes, precision ground flat stock. A. H. Starrett, pres.; W. J. Greene, vice-pres. and dir. of sales; W. F. Findlay, asst. treas.; C. G. Nordmark, adv. mgr.; A. E. Williams, chief engr.; E. E. Warner, pur. agt.; B. McMillan, asst.; G. F. Kugler, traffic mgr. **Det. Rep.**—W. R. Barlow. **Adv. Agcy.**—Walter B. Snow & Staff, Boston, Mass. Harold Bugbee, acct. exec.

STEEL PRODUCTS CO., INC., P. O. Box 1007, Savannah, Ga. Trailers (cargo vans, refrigerated vans, flat bed trailers, tank trailers, log trailers), truck bodies, truck tanks and trailer tanks. George A. Mercer jr., pres. and treas.; Christopher Hammond jr., vice-pres. and gen. mgr.; L. H. Cassell, secy.; S. J. Kennard, sales mgr.; J. A. Griner, serv. mgr.; W. L. Dasher, parts and acc. mgr.; C. A. Inglesby, chief engr.; Geo. Mercer III, pur. agt.

STELLO PRODUCTS CO., 704 S. Main, Hutchinson, Kans. - Mfg. lubricating equipment. W. R. Charles, sales mgr. **Adv. Agcy.**—Associated Adv. Agency, Wichita, Kans. B. O. Martin, acct. exec.

STEMAC CO., 2409 15th st., Denver 2, Colo. Die cast chrome name plates, product identification plates, personalized monograms, plaques. W. E. Stevens and Everett L. McKanna, co-owners.

STEPHENS-PECK, INC., 371 S. W. Temple, Box 1826, Salt Lake City 10, Utah. Publishing "Pecks Title Book." V. E. Peck, pres.; Leo Johnson, Allan Rogers, vice-presidents; A. D. Peck, secy., treas.; Kieth Acord, gen. mgr.

STEPHENSON FDRY. & MFG. CO., J. O., 548 E. Fort st., Detroit 26, Mich. Step hydraulic, transmission jacks, engine supports, special service tools. J. O. Stephenson, pres.; J. H. Hillis, works mgr.; R. Stoffel, adv. mgr.; Joe Beshera, traffic mgr. **Adv. Agcy.** — Descriptive Arts, Ferndale, Mich.

STEVENS MFG. CO., Mount Pleasant, Mich. Grille guard and utility rack. Frank E. Stevens, pres. and sales mgr.; Helen S. Stevens, vice-pres.; Arthur H. Ledbeter, secy.; Luther R. Manning, treas.; Duane G. Taylor, works mgr.; Paul G. Tinetti, chief engr. **Adv. Agcy.** Jackson Studios, Detroit, Mich.

STEWART TRUCK BODIES, INC., 1785 E. New York ave., Brooklyn 7, N. Y. Manufacturers of all-steel custom built truck bodies, station wagons and trailers. Henry Skrill, pres.; Rose Skrill, secy.; Ernest H. Salvi, sales mgr.; S. Henry, adv. and sales prom. mgr.; B. Drasin, pur. agt.

STEWART-WARNER CORP., 1826 Diversey pkwy., Chicago 14, Ill. Lubrication systems, equipment, lubricants, wheel balancers, instruments (panels, speedometers, gauges, tachometers), heaters, heating equipment. J. S. Knowlson, pres.; F. A. Hiter, senior vice-pres.; J. I. Minteer, secy.; Fred Kirch, treas.; Geo. L. Meyer jr., vice-pres.; Gus Treffeisen, sales mgr. (Alemite and auto heater div.); E. N. Robinson, sales mgr. instruments (distribution div.); George Zahn, sales mgr. (wholesale Alemite and instruments); F. R. Cross, adv. mgr.; Jack Reinsma, serv. mgr.; David Peterson, dir. of engrg. & mfg.; Roy Stiles, pur. agt.; R. C. Stockton, traffic mgr.; Ted Grange, pub. rel. mgr. **Det. Rep.**—S. M. Berg, General Motors Bldg., Detroit, Mich. **Adv. Agcy.**—MacFarland-Aveyard Co., Chicago, Ill. A. B. Dicus, acct. exec.

STOKES TAX CONTROLS, INC., 243 W. 55th st., New York 19, N. Y. Tax and business bulletins for automobile dealers since 1932 and publishers of "Stokes Tax Controls" for automobile dealers. A. A. Lally, vice-pres. and gen. mgr.; K. H. Clune, secy. ad traffic mgr.; B. I. Kunert., works mgr.; M. H. Cochran, pub. rel. mgr. **Adv. Agcy.**—Jack H. Terrara, Inc., New York, N. Y. Jack Terrara, acct. exec.

STORM-VULCAN, INC., 2504 Commerce st., Dallas 1, Tex. Crankshaft grinder, connecting rod grinder, connecting rod boring machine, piston grinder, cylinder boring bar, connecting rod aligner, connecting rod press, cylinder base and stand, cylinder boring plates, microfinish machines, pin fitting machines, etc. A. L. Barnett, pres. and gen. mgr.; J. M. Tuttle, vice-pres.; L. D. Tuttle, secy., treas.; T. L. Kidd, gen. sales mgr.; Olov Olsson, chief engr.; J. T. Brooks, prod. mgr. **Adv. Agcy.** — J. Neal Ferguson, Dallas, Tex. **Export Dept.**—38 Pearl st., New York 4, N. Y.

STRAN-STEEL DIV. of Great Lakes Steel Corp., Ecorse, Detroit 29, Mich. Quonset buildings, stran-steel framing. J. E. Bowen, gen. mgr.; C. B. Gorey, asst. gen. mgr.; J. G. Skaaren, mgr. quonset sales; H. K. Lewis, dir. information bureau; J. W. Bloodhart, adv. mgr. **Adv. Agcy.** — Campbell-Ewald Co., Detroit, Mich. W. H. Gage jr., E. W. Brown, acct. exec.

STRELINGER CO., THE CHAS. A., 149 E. Larned st., Detroit 26, Mich. Distributor of machine tools, cutting tools, power transmission equipment, material handling equipment, safety equipment, industrial supplies, grinding wheels, gears, fire extinguishers, air tools, pipe tools, electric tools. Chas. T. Bush, pres. and gen. mgr.; A. S. Bush, vice-pres.; Charles E. Allinger, secy. and treas.; D. B. Turner, store mgr.; John N. Failing (supply div.), Edw. L. Riggs (machine div.), sales mgrs.; D. C. Henderson, adv. mgr.; W. C. Walton, asst. adv. mgr.; J. W. Smith, mgr. telephone sales supply div.; V. Lee Edwards, pur. agt.

STRICK CO., Whitaker at Godfrey, Philadelphia 24, Pa. Commercial trailers. Frank Strick, pres., chmn., treas.; Maida Gordon, secy.; Frank Padwick, plant supt.; Herbert Gross, sales mgr.; Herbert Rosenfeld, pur. agt.; Arthur Schwartz, parts mgr.; Charles Bohlen, chief engr.

STRICKLAND MFG. CO., INC., 307 Professional Bldg., Macon, Ga. Auto window garnish mold covers. H. L. Strickland, pres. H. F. Strickland, secy. and treas.

STROMBERG TIME CORP., 109 Lafayette st., New York 61, N. Y. Time recorders, time stamps, clock systems, clocks, program instruments. A. J. Wilson, pres.; D. H. Walcott, vice-pres., gen. mgr.; A. E. Jackson, adv. mgr., sales prom. mgr. **Det. Rep.**—W. J. Spencer, 2832 E. Grand blvd., Grand Rapids 3, Mich. **Adv. Agcy.**—Harry Berk, New York, N. Y.

STUDEBAKER CORP., 635 S. Main st., South Bend 27, Ind. Automobiles and trucks. Harold S. Vance, chmn. of the board and pres.; P. O. Peterson, vice-pres. in chge. of prod.; K. B. Elliott, vice-pres. in chge. of sales; S. W. Sparrow, vice-pres. in chge of engrg.; C. K. Whittaker, vice-pres. in chge. of Pacific div.; Paul M. Clark, secy.; E. E. Richards, treas.; George Westphal, gen. supt.; Paul R. Davis, sales mgr.; T. F. Laughlin, asst. sales mgr.; R. G. Hudson, mgr. of truck div.; G. E. Hammel, dir. of natl. accts. div.; C. F. Watson (acting) sales prom. mgr.; R. B. Bender, serv. mgr.; E. C. Mendler, parts and acct. mgr.; John Soelch, pur. agt.; C. M. Mitchell, asst. pur. agt.; J. J. Crim-

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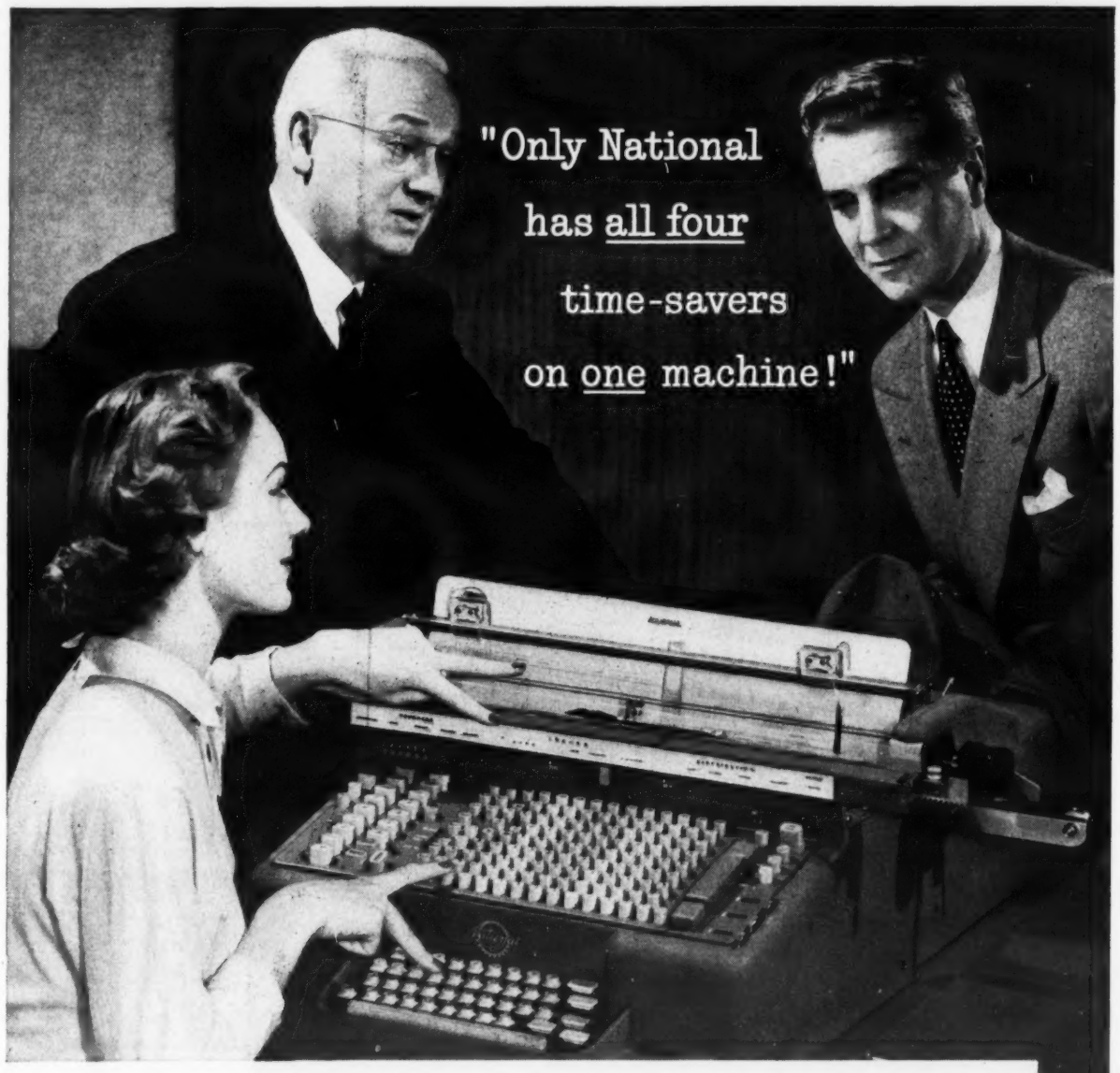

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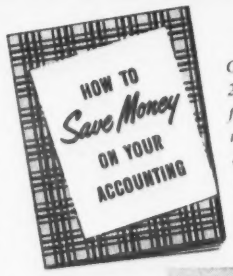

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Who's Who in Auto Industry

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mins, traffic mgr. **Adv. Agcy.**—Roche, Williams & Cleary, Chicago, Ill. J. P. Roche, acct. exec.

SUN ELECTRIC CORP., 6323 Avondale ave., Chicago 31, Ill. Scientific automotive engine diagnosis equipment; diagnosis departmental background, motor, distributor, generator regulator and starter, speedometer, combustion, coil, condenser, vacuum, volts ampere, battery starter testers, power timing lights, battery rechargers, armature testers, alternator testers, oil pressure testers, electric tachometers; specially designed and engineered automotive electrical test equipment built to order. O. L. Rhoades, pres. and gen mgr.; R. R. Malik, exec. vice-pres.; R. F. Christopher, vice-pres., dir. of sales prom. and adv.; V. C. Westberg, vice-pres. and chief engr.; H. M. Coffman, secy.-treas.; R. A. Bland, J. A. Doyle, H. M. Lynch, reg. sales mgrs.; E. A. Lair, dir. instrument-tachometer div.; W. W. Squier, dir. of education and training div.; G. Cleveland, prod. mgr.; J. P. McCabe, gen. serv. mgr.; R. E. Kane, pur. mgr.; D. J. Westlake, pub. rel. mgr. **Det. Branch and Technical Training Center**—F. W. Anderson, E. E. Fitch, J. T. Dobbs, Detroit sales engrs., 4229 Cass ave., Detroit, Mich. **Adv. Agcy.**—Van Auken, Ragland & Stevens, 326 W. Madison st., Chicago 6, Ill.

SUNNEN PRODUCTS CO., 7910 Manchester, St. Louis 17, Mo. Automotive engine rebuilding equipment, pin-fitting machines, cylinder hones, rod aligners, portable crankshaft grinders, bearing sizers, mechanics' hand tools. Joseph Sunnen, pres.; Werner F. Boldt, gen. mgr.; N. H. Hale, adv. mgr.; R. T. Adolphsen, serv. mgr.; Adolph Grad, chief dev. engr.; R. S. Nichols, pur. agt. **Adv. Agcy.**—O. R. French & Assoc., St. Louis, Mo. K. J. Bayer, acct. exec.

SUNWIND MANUFACTURING CORP., Pinellas International Airport, St. Petersburg, Fla. Plexiglas sun visors for automobiles (full-size windshield type, pull-down type for interior). Richard Shook, pres.; Carl Delucenay, vice-pres.; Jesse W. Whitaker, secy.-treas.; Stanley N. Palmer, sales mgr.

SUPERIOR BRASS WORKS, 312 S. Crawford, Detroit 17, Mich. Brass and bronze bushings. J. M. Burke, pres. and gen. mgr.; F. M. Klump, vice-pres.; C. W. Thurmes, secy., treas.; Peter Costa, works mgr.

SUPERIOR COACH CORP., Lima, O. School coaches, passenger coaches, funeral coaches and ambulances. J. H. Shields, pres.; L. H. Larsen, vice-pres. and treas.; H. W. Potter, vice-pres., sales; P. O. Krogh, vice-pres., mfg.; D. C. Shields, mgr., school coach div.; F. C. Rees, mgr. funeral coach div.; C. D. Blauvelt, dir. foreign sales; D. G. Russell, mgr. adv. and sales prom. div.; T. J. Davidson, mgr. serv. div.; G. L. Runkle, chief engr.; R. D. Johns, pur. agt. **Adv. Agcy.**—Howard Swink Adv. Agency, Inc., Marion, O. John Plank, acct. exec.

SUPERIOR STEEL CORP., Carnegie, Pa. Strip steel; spring steel; alloy, stainless, clad metals and other specialties. Carl I. Collins, pres.; E. J. Reardon, vice-pres.; E. A. Carlson, secy.; R. P. Fierst, treas.; W. B. Holt, works mgr.; Wm. M. Cowles, vice-pres. chge. of sales; W. G. Blume, F. K. Myers, F. L. Fox, asst. sales mgrs.; K. W. Grube, chief engr.; Paul W. Pheneger, pur. agt.; Robt. H. Holt, traffic mgr.; P. R. McMahon, pub. rel. mgr. **Det. Rep.**—L. D. Walters, 626 Fisher Bldg., Detroit 2, Mich. **Adv. Agcy.**—Walker & Downing, 526 Oliver Bldg., Pittsburgh 22, Pa.

SUPERSITE CORP., 384 Canal Place, New York 51, N. Y. Automotive mirrors. William Berk, pres.; Jerome I. Berk, vice-pres., sales mgr.; Richard B. Berk, treas., pur. agt.; Harvey Coe, works mgr.; Daniel Reed, chief engr. **Det. Rep.**—Walter Dorr, Saginaw, Mich. **Adv. Agcy.** — Morris Helfman Adv. Agency, New York, N. Y. Morris Helfman, acct. exec.

SURE-RITE PRODUCTS CO., 2731-37 N. 6th st., Philadelphia 33, Pa. Headlamp cork gaskets; car wash; cooling system cleaners, radiator cleaners, rust solvent, chrome and nickel polish, body polish and cleaner, cleaning fluid for carburetor and parts, fabric cleaner; hydraulic jack oil, liquid wax, rubbing compound, shock and knee action oil; spark plug cleaner, penetrating oil, water pump lubricants, rust preventor, ignition sealer, degreasing compound; tube repair kits; brake fluids; gasket shellac; windshield wiper hose; pivot sets; valve springs. Samuel Haisfield, pres., sales and sales prom. mgr.; F. Deutsch, secy. and adv. mgr.; B. Haisfield, treas., asst. sales mgr., pur. agt.; S. Cox, gen. mgr.; T. Malcolm, serv. mgr.; S. Cox, parts and acc. mgr.; E. Chambers, chief engr.; J. Gallagher, asst. pur. agt.

SUSQUEHANNA MILLS, INC., 404 Fourth ave., New York 16, N. Y. Auto seat cover fabrics. G. H. Conze, pres.; F. Kloeckener, vice-pres.; P. H. Conze, vice-pres., synthetic and plastics; S. E. Newbold, vice-pres., worsted; Wm. J. McDonald, secy. and treas.; W. A. Korstetter, works mgr. **Adv. Agcy.**—(automotive fabrics only)—McManus, John & Adams, Detroit, Mich. Fred J. Hatch, acct. exec.

SWEET CO., H. C., 12083 Woodbine ave., Detroit 28, Mich. Marking machine for service shop floors, lanes, etc. Harold C. Sweet, pres.; Herbert O. Bailey, sales mgr. **Adv. Agcy.**—Tech Ad., Detroit, Mich.

SWIFT ALL-STEEL BODY CO., INC., 106 Hoyt st., Saginaw 29, Mich. All-steel truck bodies, meat bodies, urban bodies, bakery bodies, etc. Stanley H. Swift, pres., treas.; M. F. Swift, vice-pres.; Lyman J. Goes, secy.; W. H. McGraw, sales mgr.; Henry Pawlick, asst. to pres., traffic mgr. and pur. agt. **Det. Rep.**—W. H. McGraw, 719 Boulevard Bldg., Detroit, Mich. **Adv. Agcy.**—Bradford-LaRiviere, Inc., 205 N. Jefferson, Saginaw, Mich.

SWIFT MANUFACTURING CO., Columbus, Ga. Woven plastic seat cover material, fiber seat cover material, cotton trim cloth, cotton open-mesh material, headlining (cotton and fiber). C. H. Williams, pres.; Paul K. McKenney jr., vice-pres. and sales mgr.; M. W. Andrews, vice-pres.; G. L. Williams, vice-pres. and secy.; H. A. Fuller, treas.; E. A. Bentley, supt.; Seat Cover Sales Division: M. W. Andrews, vice-pres.; L. R. Prator, adv. mgr. **Adv. Agcy.**—Tucker Wayne & Co., Atlanta, Ga. Carolyn Harris, acct. exec.

T

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TAYLOR INSTRUMENT COMPANIES, Ames st., Rochester 9, N. Y. Industrial instruments for indicating, recording and controlling temperature, pressure, humidity, flow and liquid level; barometers, auto altimeters, thermometers, hygrometers, anemometers, compasses, sling psychrometers, hydrometers. L. B. Swift, pres.; R. E. Olson, vice-pres., gen. sales mgr.; H. J. Noble, vice-pres., treas.; R. C. Mertz, secy.; W. M. Griffith, com'l. sales mgr.; Frank S. Ward, indust. sales mgr.; E. C. J. Purton, asst. sales mgr. —com'l.; W. W. Lockwood, adv. mgr.; C. S. Conner, asst. adv. mgr.; N. C. Schmid, serv. mgr., parts and acc. mgr.; K. H. Hubbard, chief engr.; C. D. Hart, pur. agt.; M. J. Kuebel, asst. pur. agt.; L. Greene, traffic mgr.; W. Corwin, pub. rel. mgr. **Det. Rep.**—Coon DeVisser Co., 2051 W. Lafayette blvd. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, Inc., Buffalo, N. Y. Champion Titus, acct. exec.

TECHNICAL TAPE CORP., W. 177th st. and Harlem river, New York 53, N. Y. Tuck masking tape, home workshop tape, masking paper, masker, weatherstrip cement, all-purpose cement, vinelectric tape. Paul Cohen, pres., treas.; Jerome F. Cohen, vice-pres., secy.; Charles Katz, gen. mgr., pur. agt.; Don Kolb, works mgr.; Marc L. Lawson, sales mgr., sales prom. mgr.; Theodore Laux, Loyal K. Miller, asst. sales mgrs.; J. Jess Colby, adv. mgr.; Tom Taverna, chief engr.; Irwin Dean, asst. pur. agt.; Louis S. Heyman, bus. mgt. dir.; Edward Mafia, traffic mgr. **Det. Rep.**—Bill Dougherty, 6432 Cass ave.

TEMPLETON, INC., J. T., 6432 Cass ave., Detroit, Mich. Manufacturers and sales for Calibromatic breaker plate. National sales for Pickwick Co. spring boosters. J. T. Templeton, pres.; Lester D. Moss, vice-pres.; Elton M. Eldredge, secy.-treas. **Adv. Agcy.**—Holden, Clifford & Flint, Free Press Bldg., Detroit. Robert LaRue, acct. exec.

TEXAS CO., 135 E. 42nd st., New York 17, N. Y. Petroleum products. W. S. S. Rodgers, chmn. of bd. of dir.; Harry T. Klein, pres.; J. S. Leach, exec. vice-pres.; M. Halpern, B. E. Hull, R. Ogarrio, C. E. Olmsted, R. L. Saunders, Torrey H. Webb, R. F. Baker, L. H. Lindeman, G. R. Bryant, J. T. Wood jr., A. C. Long, vice-presidents; R. Fisher, treas.; W. G. Elicker, secy.; E. C. Breeding, compt.

TEXELENT CORP., 206 Amsterdam ave., New York 23, N. Y. Automotive seat covers. Harry A. Sallop, pres. and sales mgr.; Herbert A. Sallop, vice-pres. and adv. mgr. **Adv. Agcy.**—J. H. Behr, Cincinnati, O.

TEXTILEATHER CORP., 607 Madison ave., Toledo 3, O. Pyroxylin and vinyl resin-coated fabrics and unsupported vinyl film, fabric headlining, panel boards, sport topping, leathercloth for automotive upholstery and trim. J. D. Lippmann, pres.; G. H. McGreevy, vice-pres. in chge. of sales; J. K. Weidig, vice-pres. in chge. of mfg.; W. F. Webb, secy., treas.; J. S. Mather jr., gen. sales mgr.; Howard Emery, asst. gen. sales mgr.; deF. Lott, chief engr.; W. A. Schumacher, pur. agt.; D. A. Davis, asst.; W. Pollitt, chief engr.; R. E. Deitemeyer, traffic mgr. **Det. Rep.**—Automotive Materials Corp., 23rd Floor, Fisher Bldg., Detroit 2, Mich. **Adv. Agcy.**—Moore and Bellows, 137 Erie st., Toledo, O. E. N. Moore, acct. exec.

THERMOID CO., Trenton, N. J. Brake linings, clutch facings, hydraulic brake parts and fluid, radiator hose, fan belts, car heater hose, automobile carpeting, industrial hose, belting. F. E. Schluter, pres.; Lester Cox, vice-pres.; R. H. Temple, treas.; J. A. Lafferty, secy.; L. C. Ward, compt.; G. S. Lamson, vice-pres., mgr. replacement div.; Carl Schell, vice-pres., chief engr.; D. A. Fruland, pur. agt.; Ward Mount, traffic mgr. **Det. Reps.**—D. H. Andrews, R. N. Wise and E. Kary, Thermoid Co., 7310 Woodward ave., Detroit 2, Mich. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia 2, Pa. M. E. Goldman, acct. exec.

THOMPSON PRODUCTS, INC., 23555 Euclid ave., Cleveland 17, O. Automotive and aircraft parts. F. C. Crawford, pres.; J. D. Wright, vice-pres., gen. mgr.; L. M. Clegg, vice-pres.; A. T. Colwell, vice-pres.; J. H. Coolidge, vice-pres., treas.; R. S. Livingstone, vice-pres., per.; W. H. Chamberlain, secy.; E. F. Gibian, works mgr.; G. R. Moore (automotive), S. P. Bayless (aircraft parts), Phil Sommerlad (service div.), sales mgrs.; E. T. Syvertsen, gen. mgr. (service div.); F. R. Witt, adv. mgr.; K. M. Bartlett, chief engr.; G. N. Hackett, pur. agt.; L. C. Schmetzer, traffic mgr. **Det. Rep.**—J. B. Gates, Fisher Bldg., Detroit, Mich. **Adv. Agcy.**—Griswold-Eshleman Co., Cleveland, O. E. R. Preble, acct. exec.

TIDE WATER ASSOCIATED OIL CO., 17 Battery pl., New York 4, N. Y. Gasoline, motor oils, gear and chassis lubes. W. H. Humphrey, pres.; B. I. Graves, vice-pres.; W. J. Burker, secy.; K. R. Hankinson, treas.; E. F. McCabe, sales mgr.; W. S. Whelan, R. D. Rogers, D. E. Hoffman, asst. sales mgrs.; F. L. Frost, adv. and sales prom. mgr.; A. R. Senftleben, asst.; Arthur Jungdahl, pur. agt.

TILLOTSON MFG. CO., Walcott blvd., Toledo 12, O. Carburetors and gasoline fuel strainers. H. R. Schausten, pres., sales and adv. mgr.; A. E. Payne, vice-pres. and works mgr.; J. Harold Bones, secy.-treas.; H. R. Schausten, gen. mgr.; E. A. Petsch, serv. mgr.; B. C. Phillips, chief engr.; H. F. Bowlin, pur. agt.; O. Grau, traffic mgr.

TIMKEN-DETROIT AXLE CO., 100-400 Clark ave., Detroit 32, Mich. Front axles, front driving axles; single speed, two-speed, tandem drive rear axle units; transfer cases, troque dividers and brakes for motor trucks. Trailer axles and brakes; transmissions, final drives and brakes for tractors and self-propelled farm implements, industrial truck driving axles, special drives and brakes for industrial machinery, forgings, stamp-

(Continued on Page 201)

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Provides New Bearing Surfaces and Heavier Seal. Uses Old Shaft. Fits Over U-Joint. Install Without Tearing Down Differential.
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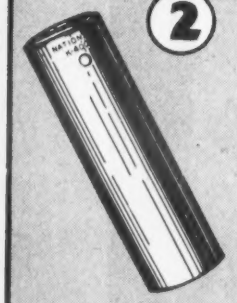

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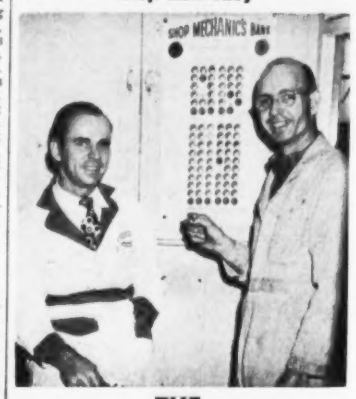

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"A simple plan to increase profits."
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"A real profit producer."
"A definite sales booster."
"Something new and different."
"It's a natural."

The "SHOP MECHANIC'S BANK"
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We believe you, too, will say, it's the lowest cost, most effective PLUS profit producer you have ever used . . . in fact, because of it's unique method of operation, it doesn't cost . . .

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Our References: Dun & Bradstreet, State Exchange Bank, Culver, Indiana, and our many satisfied dealer customers.

Who's Who in Auto Industry

(Continued from Page 200)

ings. Willard F. Rockwell, chmn. of bd.; Walter F. Rockwell, pres.; R. H. Trese, vice-pres.; F. W. Parker, vice-pres.; L. W. Fischer, vice-pres.; N. R. Brownyer, vice-pres.; L. R. Buckendale, vice-pres. (engrg.); Paul Osborn, vice-pres. (mfg.); T. A. Crawford, vice-pres.; S. W. Warner, secy.; A. I. Hawkins, treas.; L. C. Haltug, compt.; N. S. Lincoln, sales mgr. (automotive div.); C. C. Bartell, sales mgr. (spec. eqpt.); R. M. Hays, sales mgr. (trailer div.); E. E. Siegrist, field sales mgr.; R. M. Marberry, gen. adv. mgr.; William Featherston, adv. mgr.; K. P. Hays, gen. serv. mgr.; J. L. Kermath, parts sales mgr.; V. E. Gumbleton, dir. of pur.; J. L. Griffin, pur. agt.; G. H. Ostermann, dir. of traffic. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit, Mich. Fred J. Hatch, acct. exec.

TIMKEN ROLLER BEARING CO., Canton 6, O. Tapered roller bearings, removable rock bits, alloy steel, seamless steel tubing. W. E. Umstattd, pres.; R. C. Brower, secy., treas.; W. B. Moore, vice-pres.; P. J. Reeves, adv. mgr.; R. M. Riblet, chief engr.; D. A. Bessmer, asst. to pres.; I. R. Wagner, traffic mgr. **Det. Rep.**—E. W. Austin, 3107 W. Grand blvd. **Adv. Agcy.**—Batten-Barton, Durstine & Osborne, Cleveland, O. Elmore Haring, acct. exec.

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TRICO PRODUCTS CORP., Buffalo 3, N. Y. Windshield wipers, windshield wiper blades and arms, windshield washers, vacuum fans, Lift-O-Matic vacuum-operated window controls, Micro-Chek, precision gages, vacuum horns, vacuum storage tanks (for wipers). J. R. Oishei, pres.; Rupert Warren, vice-pres.; G. Z. Spencer, sales mgr. replacement parts div.; R. S. Garrick, mdse. mgr.; C. J. Jennings, pur. agt. **Det. Mgr.**—C. E. Larson, General Motors bldg., Detroit, Mich. **Adv. Agcy.**—Baldwin Bowers & Strachan, Buffalo, N. Y.

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TRUSCON STEEL CO., Pressed Steel Div., 6100 Truscon ave., Cleveland 4, O. Automotive frame parts, axle housings, steel stampings (heavy and light gauge), foundry flasks, material handling equipment. C. M. White, pres.; W. V. Peters, vice-pres.; A. C. Ruihley, secy. and treas.; F. R. Schaefer, gen. mgr.; R. H. Thoms, works mgr.; Paul L. Callahan, adv. mgr.; W. M. Whalen, sales mgr.; T. A. Sindelar, chief engr.; J. W. Lowry, pur. agt.; W. H. Gorman, traffic mgr. **Det. Rep.**—T. G. Watkins, Truscon Steel Co., 615 Wayne st., Detroit 26, Mich. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland. O. C. A. Kroening, acct. exec.

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TURK CORP., C. K., 1122 Mishawaka ave., South Bend 15, Ind. Caravan tops, tailgate steps, tent, awnings and other canvas items. C. K. Turk, pres., treas.; J. Coy McGee, gen. sales mgr.; R. C. Turk, prod. mgr.; J. Clifford Potts, secy.; Harry Barrett, pur. agt. **Adv. Agcy.**—Hopcraft Keller, Detroit, Mich.

TUTHILL SPRING CO., 760 W. Polk st., Chicago 7, Ill. Leaf springs, spring harrow teeth, implement parts, highway guard rail. H. T. Moore, pres. and sales mgr.; W. S. Van Bergen, vice-pres.; L. E. Tuthill, secy.; S. M. Ziolko, treas.; Dan Strack, chief engr.; R. L. Venning, pur. agt.; S. A. Nelson, traffic mgr.

(Continued on Page 202)

Standard around-the-world

Wherever vehicles move on pneumatic tires SCHRADER products are there

No other single item as small, is as universally interchangeable as the Schrader Valve Core. Schrader Tire Valves and Caps are the accepted standard with manufacturers because maintenance and replacement can be done *instantly anywhere* on the face of the earth!

To maintain this confidence, Schrader jealously guards its position as the world's number one producer of tire valves and accessories for original equipment and replacement.

Warehouse stocks and dealer stocks of Schrader Products in hardware style package units are maintained throughout the world. And wherever there's a Schrader dealer—there too, you'll find tire maintenance know-how.

That's why tire manufacturers have looked to Schrader for their standard valves and air service accessories since the advent of pneumatic tires. Our engineers have a wealth of technical experience that is yours to use. When you think of air—call on us.

A. SCHRADER'S SON, *Division of Scovill Manufacturing Company, Incorporated,* **BROOKLYN 17, N. Y.**

Schrader
REG. U. S. PAT. OFF.

FIRST NAME IN TIRE VALVES
FOR ORIGINAL EQUIPMENT AND REPLACEMENT

Sparton

THE NAME THAT SIGNALS PLENTY OF PROFIT

A GOOD NAME —over 50 years a recognized leader in the automotive accessories field.

A GOOD PRODUCT —proved by customer experience, acclaimed by customer preference.

A GOOD PRICE —priced to sell, and sell they will. *More* turnover, *greater* profits for you.

NEW SPARTON SELF-CANCELLING DIRECTIONAL SWITCH SCS-1A

Just out! And plenty of features for volume sales. Adapts to all trucks and most cars. Quickly, easily installed on steering column with adequate clearance for gear shifts or air brake control arms. Can be cancelled manually without damage to parts if turn is not completed. Blinker indicator readily visible on housing switch. Also supplied with 7 wires for use with adapter or conversion kits for passenger cars.

DIRECTIONAL SIGNALS

900 Series—Class A
(California designated Class I)

Approved in most all States where approval is required

New type flasher for left or right turns. Visible 1500-1800 feet in daylight—more at night. Lamp shell and rims bonderized steel. Rustproof, dustproof, shakeproof. 21-c.p. bulbs, 6 or 12v. as specified. *Class A for vehicles over 80 inches.*

ARMORED CLEARANCE LAMP

SPECIAL lens intensified light. Rubber-gasket cushioned. Bonderized. Patent-pending holes for body illumination pattern. 2-c.p. lamp bulb.

THE TORNADO

All-Electric Air Horn

All-brass, chrome-plated. Connects to electric system. No tanks, pipes or fittings to install. Leader of a complete line of nationally famous car and truck horns.

AUXILIARY DRIVING LAMPS

Shallow Design

Sealed beam, amber or white lens, sharp horizontal beam. One model for splash pan or body mounting.

POLAVISION TRUCK MIRROR

It's polarized—cuts reflected glare 80%. Rubber-rimmed, complete mirrors and replacement heads available. Supplied also in clear glass.

Sparton AUTOMOTIVE
Division of
THE SPARKS-WITHINGTON COMPANY
JACKSON, MICHIGAN

One complete line . . . one reliable source. Makers of quality safety signals since 1900.

Skillful Fabricators-- Resourceful Designers

SEATS
SEAT ADJUSTERS
HOOD LOCKS
BRAKE LEVERS
HINGES
SUPPORT ARMS
RADIATOR GUARDS
ARMAMENT MATERIELS
FARM IMPLEMENT

and many other pressed metal assemblies

Progressive management and personnel include a well-trained staff of Designers and Engineers to conceive and collaborate on parts and assemblies to meet specific original equipment requirements.

Quality production insured by skilled labor in well-equipped, modern plant. Our scope has recently been broadened to include parts for agricultural implements. Manufacturing experience covers a period of 35 years.

AMERICAN FORGING & SOCKET COMPANY
PONTIAC, MICHIGAN

Who's Who in Auto Industry

(Continued from Page 201)

TWITCHELL, INC., E. W., 3rd and Somerset sts., Philadelphia 33, Pa. Fibre fabrics for seat covers, headlinings, door panels and truck linings, Textilene Saran fabrics, Textilene welting cords. E. W. Twitchell, pres.; Geo. C. Needham, vice-pres. and compt.; W. S. Bradford, vice-pres. and gen. mgr.; D. B. Pitman (fabrics), D. N. Harney (cords), sales mgrs.; J. P. Wark, pur. agt.

TYER RUBBER CO., Andover, Mass. Moulded and extruded industrial rubber products, rubber and canvas footwear, rubber roll coverings. Hugh Bullock, pres.; G. K. Rutherford, secy.; W. E. Brimer, treas., gen. mgr.; K. C. Bevan, wks. mgr.; C. M. Lamb, sales mgr.; Chas. B. Whiteside, pur. agt.; B. F. Dane, traffic mgr. **Det. Rep.**—D. A. Greene Sales Co., 6-254 General Motors bldg., Detroit 2, Mich.

TYSON BEARING CORP., Massillon, O. Tapered roller bearings. H. I. Lewis, pres.; Geo. C. McMullen, vice-pres.; W. S. Mahoney, vice-pres., chge. of opr.; G. W. Kaylor, asst. secy.; Philip Sutherland, treas., dir. of pur.; Ivan C. Mann, asst. sales mgr.; J. E. Zuber, chief engr. **Det. Off.**—901 Fisher bldg., Detroit 2, Mich. Wyandotte Industrial sales, Wyandotte, Mich. (replacement bearings.)

U

U. S. AXLE COMPANY, INC., Water st., Pottstown, Pa. Automobile, truck and bus axle shafts. George C. Lees, pres., gen. mgr.; E. D. Gudebrod, vice-pres.; George M. Longaker, secy.; L. E. Orgill, treas., works mgr., pur. agt.; Arnold Watson, sales and adv. mgr.; William T. Beaver, chief engr. **Adv. Agcy.**—Sanders & Thomas, Pottstown, Pa.

U. S. CHEMICAL & SUPPLY CO., 918 E. 5th st., Kansas City, Mo. Z-4 automotive chemicals; safety hoist and handler. O. L. Blanchard, pres. and gen. mgr.; L. F. McDaniel, sales mgr.; Alfred Blasco, secy.-treas.; M. M. Wedge, office mgr.; V. W. Switzer, wks. mgr.

U. S. INDUSTRIAL CHEMICALS, INC., 60 E. 42nd st., New York 17, N. Y. Industrial alcohol resiner, industrial chemicals, antifreeze. W. P. Marsh jr., pres.; Ward O. Griffen, prod. vice-pres.; Lee A. Keane, sales vice-pres.; Bracebridge H. Young, vice-pres., secy.; Lawrence W. Bass, research and development vice-pres.; Thomas H. Casson, vice-pres., controller; Harry A. Sandstedt, treas.; A. E. Tongue, adv. mgr.; W. W. Newell, asst.; John Bohnlofink, chief engr.; W. R. Clark, pur. agt.; H. W. MacArthur, traffic mgr. **Det. Rep.**—F. M. Henley, 1448 Wabash ave. **Adv. Agcy.**—G. M. Basford Co., New York 17, N. Y. Wm. Mason, acct. exec.

U. S. THERMO CONTROL CO., 44 S. 12th st., Minneapolis 3, Minn. Mechanical refrigeration for trucks and trailers. J. A. Numero, pres.; M. B. Green, vice-pres. & gen. sales mgr.; S. S. London, adv. mgr.; H. H. Kalbo, asst. sales mgr.; V. W. Snyder, serv. mgr.; Fred M. Jones, chief engr.; Miles Harvey, pur. agt.; E. J. Brown, traffic mgr.

UDYLITE CORP., THE, 1651 E. Grand blvd., Detroit 11, Mich.; Plating equipment and supplies. L. K. Lindahl, pres.; C. H. Reeme, vice-pres., treas.; L. V. Nagle, vice-pres., sales mgr.; H. S. Maynard, secy.; R. C. Trees, adv. mgr.; J. V. Davis, chief engr; V. E. Zobel, pur. agt.; D. J. Giddings, asst. **Adv. Agcy.**—Grant Advertising, Inc., Detroit 26, Mich.

UNDERWOOD CORP., One Park Ave., New York 16, N. Y. Typewriters, adding-figuring machines, accounting machines, carbon papers, ribbons and supplies. L. C. Stowell, pres.; W. F. Arnold, vice-pres. and gen. sales mgr.; G. A. Werner jr., secy.; F. D. Lehn, treas.; C. H. W. Ruprecht, adv. mgr.; Andrew Cerruti, asst. adv. mgr.; W. H. Shepler, serv. mgr.; W. J. Evert, pur. agt. **Det. Rep.**—W. J. Modrack, Underwood Corp., Park Avenue Bldg., Detroit 26, Mich. **Adv. Agcy.**—Marschalk & Pratt Co., 535 Fifth ave., New York 17, N. Y. A. R. Nickel, acct. exec.

UNION OIL CO. OF CALIFORNIA, 617 W. 7th st., Los Angeles 17, Calif. Gasoline, lubricating oils, greases and other petroleum products. Reese H. Taylor, pres.; W. L. Stewart jr., exec. vice-pres.; H. W. Sanders, vice-pres., treas.; A. C. Rubel, A. C. Stewart, Sam Grinsfelder, R. D. Gibbs, C. E. Swift, Roy Linden, L. A. Gibbons, vice-presidents; R. F. Niven, secy.; Irving J. Hancock, compt.; E. H. Weaver, mgr. of pur.; C. Haines Finnell, pub. rel. rep.; J. W. Sinclair, mgr. automotive dept. **Adv. Agcy.**—Foote, Cone & Belding, Los Angeles, Calif. Jack Smock, acct. exec.

UNITED-CARR FASTENER CORP., 31 Ames st., Cambridge 42, Mass. Metal fasteners and fastening devices, nuts and stampings for automobile mouldings, tubing and wiring, grilles, weather stripping, carpet and dash mats, window channels, convertible tops. A. W. Kimbell, pres.; C. L. Hall, vice-pres., automotive sales; J. M. Dry, secy.; J. J. Ellsworth, treas.; A. W. Kimbell, gen. mgr.; R. O. Chaffee, wks. mgr.; N. A. Dill, sales mgr. automotive div.; Paul N. Jameson, adv. mgr.; John Ring, asst.; F. J. Ross, pur. agt.; E. W. Norton, asst.; Arthur Noyes, traffic mgr. **Det. Rep.**—C. L. Hall, 2832 E. Grand blvd. **Adv. Agcy.**—H. B. Humphrey, Alley & Richards, Inc., Boston, Mass. Joseph Coenen, acct. exec.

UNITED DISTILLERS OF AMERICA, INC., 350 Fifth ave., New York 1, N. Y. Saf-Tee Super Anti-Freeze; Saf-Tone Permanent glycol Anti-Freeze; completely denatured alcohol, all formulas; specially denatured alcohol, all formulas; proprietory solvent; ethyl alcohol. Dr. Armand Hammer, pres.; Victor Hammer, secy.; Harry J. Hammer, vice-pres. and treas.; M. Stone, sales mgr.; Sam Portnoy, traffic mgr.

UNITED MOTORS SERVICE, Div. of General Motors Corp., General Motors bldg., Detroit 2, Mich. Batteries, fuel pumps, Gauges, speedometers, brake linings, engine bearings, electric motors, cigar lighters, jacks, radio parts, roller bearings, carburetors, gasoline filters, heaters, ball bearings, thermostats, shock absorbers, lamps, starting, lighting and ignition, horns, radiators, hydraulic brakes. W. N. Potter, gen. mgr.; L. W. Martin, sales mgr.; Duane A. Jones, adv. mgr.; R. C. Campbell; pur. agt. **Adv. Agcy.**—Campbell-Ewald Co., General Motors bldg., Detroit, Mich. Wayne White, acct. exec.

UNITED SPECIALTIES CO., 9705 Cottage Grove ave., Chicago 28, Ill. J. T. Beatty, pres.; A. Vander Meulen, vice-pres., treas.; B. H. Fretz, secy., asst. treas.; D. S. Cox, asst. vice-pres.; J. Hamilton, sales mgr. **United Air Cleaner Div.,** 9705 Cottage Grove ave., Chicago 28, Ill. Air cleaners, precision stampings and large spinnings. D. P. Eastman, chief engr.; L. L. Blais, pur. agt. **Mitchell Div.,** Edmund and Shelmire sts., Holmesburg, Philadelphia 36, Pa. Ignition switches, directional signal switches, door dovetails, automotive hardware and stampings. J. C. Pickel, vice-pres., gen. mgr.; Herman Lingenbrink, chief engr.; Norman G. Fritz, pur. agt.; Edwin H. Thomas, eastern sales mgr. **Det. Rep.**—R. J. Schaffer, dist. mgr.; 310 Curtis bldg., Detroit 2, Mich. **Adv. Agcy.**—Bert S. Gittins, Milwaukee, Wis. O. C. Dahlman, acct. exec.

UNITED STATES AIR COMPRESSOR CO., 5300 Harvard ave., Cleveland 5, O. Air compressors, lifts, lubricating equipment, Bowes couplings, valves, fittings and accessories. Harold C. Schott, owner; M. E. Dank, comptr.; C. A. Bening, sales mgr.; E. G. Schaedler, asst. sales mgr.; C. E. Winter, wks. mgr.; W. H. Brummer, pur. agt. **Adv. Agcy.**—Richard T. Brandt, Inc., Cleveland, O. Richard T. Brandt, acct. exec.

UNITED STATES ELECTRICAL TOOL Co., 1050 Findlay st., Cincinnati 14, O. Electrical drills, sanders, surfacers; portable, bench and floor grinders; bench and floor buffers; bench and floor polishers; valve grinding equipment. J. C. Smith, pres., gen. mgr.; G. E. Smith, vice-pres.; J. M. Hogan, treas.; Jack Smith, sales mgr.; I. Schifin, adv. mgr., pub. rel. mgr.; Bob C. Smith, serv. mgr.; Harry Neske, pur. agt. **Det. Rep.**—Howard D. Wixson, Detroit, Mich. **Adv. Agcy.**—Julian J. Behr Co., Cincinnati 2, O.

UNITED STATES RUBBER CO., Tire Div. "U. S.", 1230 Avenue of the Americas, New York 20, N. Y. Tires and rubber goods. H. E. Smith, chmn. of bd.; H. E. Humphreys jr., pres.; J. W. McGovern, vice-pres. and gen. mgr. tire div.; H. N. Hawkes and J. M. Miller, asst. gen. mgrs. tire div.; C. H. Shirley, mgr. adv and sales prom. tire div.; W. D. Baldwin, mgr. mfgr's. sales div.; C. L. Wanamaker, prod. mgr. tire div.; A. W. Bull, dir. tire development dept.; C. L. Moody, Detroit plant mgr. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y. M. J. Casey, acct. exec. Arthur Magee, acct. exec.

UNITED STATES RUBBER CO.—Footwear and General Products Div., 407 N. Main st., Mishawaka, Ind. U. S. KOYLON foam, floor mats, fuel cells, coated fabrics. H. E. Humphreys jr., pres.; H. S. Marlor, vice-pres.; Wm. M. Dougherty, secy.; H. M. Kelton, treas.; W. H. Norton, gen. mgr.; E. A. Luxenberger, works mgr.; G. A. Lovell (mfrs. products), E. G. Nagle (automotive KOYLON and mats dept.), C. Sundberg (fuel cells), G. H. Callum (coated fabrics), sales mgrs.; T. H. Young, adv. mgr.; C. H. Gilbert, sales prom. mgr.; V. H. Hoehn, chief engr.; A. E. Gardner, pur. agt.; G. S. Hess, traffic mgr.; F. A. Miller, pub. rel. mgr. **Det. Rep.**—F. A. Sawyer, New Center bldg. Detroit 2, Mich. **Adv. Agcy.**—Fletcher D. Richards, Inc., New York, N. Y.

UNITED STATES STEEL CO., U. S. Steel Corp. Subsidiary, 525 William Penn Place, place, Pittsburgh 30, Pa. Stainless steel, hot and cold rolled sheets, terne plate, plates, alloy steels, structural sections, special bar sections, tin plate. B. F. Fairless, pres.; D. F. Austin, exec. vice-pres., commercial; B. S. Chapple jr., asst. exec. vice-pres., commercial; G. R. Schreiner, dir. of adv.; H. J. Wallace, vice-pres. chge. of sales. **Adv. Agcy.**—Batten, Barton, Durstine & Osborne, Inc., Pittsburgh, Pa.

UNITY MFG. CO., 2909 Indiana ave., Chicago 16, Ill. Spotlights, fog lights, back-up lights, deck lights and emergency lights. Henry R. Gross, pres. and adv. mgr.; T. J. Leary, vice-pres., sales and prom. mgr.; Louis Gross, vice-pres.; Martha S. Hubert, secy.; Henry R. Gross, gen. mgr., treas.; Peter J. Fleming, wks. mgr.; Emil Melichar, serv. mgr.; John Bonagure, chief engr.; H. Vincent, pur. agt.; Ted Swed, traffic mgr. **Det. Rep.**—R. A. Casalou, 802 Stephenson bldg., Detroit.

UNIVERSAL C.I.T. CREDIT CORP., Subsidiary of C.I.T. Financial Corp., 1 Park ave., New York 16, N. Y. Automobile installment credit. Arthur O. Dietz, chmn. exec. comm.; Ernest Kanzler, chmn. of bd.; Henry Ittleson jr., pres.; L. Walter Lundell, exec. vice-pres.; Alan G. Rude, vice-pres., chge. of sales; William L. Wilson, vice-pres. chge. of adv. and pub. rel.; L. Y. McAnney, asst. vice-pres. and adv. mgr.; R. M. Samuel, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York, N. Y. Gilbert Morris, acct. exec.

UNIVERSAL EQUIPMENT, INC., 2420 Oakville, Alexandria, Va. Design, supply and installation of complete parts rooms, parts bins, steel shelving, steel lockers, etc. Wm. J. Shanley, pres., and treas.; Morton F. Lewis, vice-pres., secy., wks. mgr. **Adv. Agcy.**—Henry J. Kaufman Associates, Washington, D. C. Al Sarra, acct. exec.

UNIVERSAL LUBRICATING SYSTEMS, INC., Allegheny ave., Oakmont, Pa. Wm. P. Farrell, pres.; A. E. Kountz, secy.-treas.; Michael Dufal, wks. mgr.; R. R. Farrell, chief engr. **Adv. Agcy.**—Sykes Advertising Agency, Pittsburgh, Pa.

UNIVERSAL PRODUCTS CO., INC., 6455 Kingsley ave., Dearborn, Mich. Universal joints and propeller shafts for the automotive trade. Jos. B. Schlotman, pres., gen. mgr.; H. B. Orr, vice-pres. sales, adv. mgr.; A. F. Edwards jr., secy.; A. W. Hartig, treas.; A. M.

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Who's Who in Auto Industry

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Swigert, vice-pres mfg., works mgr.; A. F. Edwards jr., asst. sales mgr.; S. Crossland, asst. adv. mgr., parts and acc. mgr.; R. Minshull, pur. agt. **Det. Sales Rep.**—P. E. Miquelon. **Adv. Agcy.**—Clark & Rickerd, Inc., Detroit, Mich. Mr. Bobertz, acct. exec.

UNIVERSAL UNDERWRITERS (Lynn Underwriting Co., Mgr.), 1000 R. A. Long Bldg., Kansas City 6, Mo. Insurance. J. J. Lynn, pres., gen. mgr.; J. E. Challinor, exec. vice-pres.; H. L. Wieder, first vice-pres.; A. H. Thurmond, secy.; C. F. McReynolds, treas. **Adv. Agcy.**—Jerome G. Galvin Adv. Agency, Dierks Bldg., Kansas City, Mo.

UPHOLSTERY LEATHER GROUP, TANNERS' COUNCIL OF AMERICA, 100 Gold st., New York 7, N. Y. Genuine leather for upholstery. James H. Liberty, exec. vice-pres. **Adv. Agcy.**—Calkins & Holden, New York, N. Y. Roger Brown, acct. exec.

U. S. WASHMOBILE CORP., 352 N. Foorhill rd., Beverly Hills, Calif. Auto washing equipment. Oscar Salenger, pres.; David Fisher, vice-pres., gen. mgr.; R. J. Regan, co-ordinator of sales; J. Hood jr., field co-ordinator; James Vani, chief engr.; Al Malpede, pur. agt.; Bernard Malter, mgr. chemical div.; Ray Verdugo, serv. and parts; M. L. Bastient, traffic mgr. **Det. Rep.**—C. E. Kirk, 204 Schaefer Bldg., Dearborn, Mich.

V

VACO PRODUCTS CO., 317 E. Ontario st., Chicago 11, Ill. Mfg. screw drivers, nut setters, solderless terminals. C. D. Pettingell, pres.; A. E. Shugarman, vice-pres.; Harry Silverstein, treas.; Roy Vetzner, sales mgr.; S. D. Pollack, credit mgr.; J. T. Pettingell, plant supt.; Joe Osterle, serv. mgr.; Richard Bagley, pur. agt.; Walter Ford, traffic mgr.; Claude Blair, wks. mgr. **Det. Rep.**—L. C. Heilman, 337 W. Central, Toledo, O. **Adv. Agcy.**—Kencliff-Breslich Co., 221 N. LaSalle st., Chicago, Ill. Herman Breslich, acct. exec.

VAN AUKEN, INC., Birdsboro, Pa. Grille and trunk guards. Jos. B. Montgomery, pres.; Wm. H. Lake, vice-pres., chge. prod.; R. I. Mitchell, vice-pres.; Howard Jenkins, chief engr.; R. G. Johnson, sales mgr.

VAN BERGEN & GREENER, INC., 1619 N. Hoyne ave., Chicago 47, Ill. Branches: Atlanta, Kansas City, Philadelphia. Parts for shock absorbers and starter drives, rebuilt starter drives, carburetors, shock absorbers, distributors, windshield wiper motors, fuel pumps; generators, regulators, starters, clutch covers and discs, brake cylinders, transmissions, Ford universal joints. Geo. W. Marquardt, pres., sales mgr.; Clem Redden, vice-pres.; W. R. Weldon, secy.-treas.; Ed Beczka, pur. agt. **Adv. Agcy.**—J. H. Kennedy, 201 N. Wells st., Chicago, Ill.

VAN CLEEF BROS., INC., 7800 S. Woodlawn ave., Chicago 19, Ill. Friction, rubber, plastix electrical tape, masking tape; structural glass joint and glass setting tapes; patch kits, rubber cement, tube repair gum; vulcanizing cement; tire paint; boot cement; trim cements; sponge rubber weatherstrip; hydraulic brake fluid; shock absorber fluids; gasket shellac compound; gasket sealing paste; gasket sealing fluid (aviation type); bearing blue; motor graphite; rubber aprons. R. W. Lea, pres.; M. Davier, vice-pres., gen. mgr.; F. M. Hagerty, sales mgr.; Geo. H. Bills, adv., sales prom. mgr.; C. E. Frick, prod. mgr.; C. E. Wonder pur. agt.; C. G. Geiger, mdse. mgr.; Wm. Dermott, plant supt.; Wm. Gerleman, traffic mgr. **Det. Rep.**—Geo. C. Alexander, 19814 Monte Vista, Detroit, Mich.

VANDRUFF SPECIALTIES CO., 4508 E. Firestone, South Gate, Calif. Rear seat auto radio speakers. G. V. Vandruff, partner; S. D. Vandruff, partner, sales mgr.

VANETTE DIV. Universal Sales, Inc., Delaware, O. K. C. Reeves, pres., treas.; F. W. Seitz, vice-pres., treas.; Jos. D. Burke, gen. sales mgr. **Adv. Agcy.**—Holden, Clifford, Flint, Inc., Detroit.

VAN NORMAN CO., 3640 Main st., Springfield 7, Mass. Crankshaft regrinders, boring bars, valve refacers, cylinder head grinders, pressure plate grinders, piston grinders, connecting rod grinders, pin fitting machines, brake lathes, milling machines, ball race grinders. J. Y. Scott pres.; L. F. Hundercup, C. R. Crowder vice-presidents; R. W. Porter secy.-treas.; C. R. Crowder sales mgr.; F. P. Healy, chief engr.; C. A. Tootill pur. agt. **Adv. Agcy.**—Sutherland-Abbott, Boston, Mass.

VANTOOL, INC., 139 N. 22nd, Philadelphia 3, Pa. Brake drum lathes, tire regroovers. Alfred Leith, gen. mgr. **Adv. Agcy.**—W. Wallace Orr, Inc., Philadelphia, Pa. W. Wallace Orr, acct. exec.

VAUGHAN-SINGER MOTORS, INC., 236 W. 56th st., New York 19, N. Y. Vaughan - Talbot cars. William F. Vaughan, pres., sales mgr., adv. mgr., sales prom. mgr.; LaVerne Vaughan, vice-pres., pur. mgr.; George Wolff, George Flynn, Renato DeAngeles, asst. sales mgrs.; Henry Newsom, serv. mgr., parts and acc. mgr.

VEET MFG. CO., 25753 Groesbeck hwy., East Detroit, Mich. Speed-O-Graph automatic follow-up control system, dealers' steel cabinets, service tools, production machinery, tools and parts. Robert C. Veet, pres.

VELLUMOID CO., 54 Rockdale, Worcester 6, Mass. Sheet packing, gasket material, non-mettalic gaskets. R. D. Seamans, pres.; P. C. Beals, vice-pres.; L. Wald, vice-pres., gen. mgr. C. S. Livingstone, vice-pres.; W. W. Webster, treas.; T. G. O'Neill, gen. sales, adv. mgr.; W. Zitowitz, D. C. Lindstrom, factory supts.; C. P. Booraem, pur. agt. **Det. Rep.**—C. J. Cazabon, 18481, Fairport ave., Detroit. **Adv. Agcy.**—Smith Assoc., 530 Atlantic ave., Boston, Mass.

VELVAC, INC., 3530 W. Pierce st., Milwaukee 15, Wis. Air and vacuum power braking equipment for commercial trucks and trailers. Waller Carson, pres.; Howard Salter, vice-pres.

VEN CORP., 2828 Newell st., Los Angeles 39, Calif. W. K. Vogel, pres.; E. W. Neeb, vice-pres.; E. M. Ohrbom, secy.; J. Fuller, sales mgr.; Joe Wood, pur. agt. **Adv. Agcy.**—Edwards Agency, Los Angeles, Calif. E. Koblitz, acct. exec.

VIBRADAMP CORP., P. O. Box 570, Jackson, Mich. Sound deadening compounds, sealing compounds, protective coatings, caulking materials. J. W. Mortell, chmn. of bd.; John E. Mortell, pres., gen. mgr.; Edward A. Ash, vice-pres.; Robert C. Jamison, sr., vice-pres.; John A. Corboy, vice-pres.; Joseph A. Torri, prod. mgr.; R. C. Jamison jr., pur. agt.; T. J. Cassady, traffic mgr.; A. W. Kreit, dir. of automotive serv. **Adv. Agcy.**—L. J. DuMahaut Agency, Detroit, Mich. Guy C. Core Co., Jackson, Mich.

VICTOR MFG. & GASKET CO., 5750 Roosevelt rd., Chicago 50, Ill. Gaskets, oil seals, sheet packings. John H. Victor, chmn. of bd.; Geo. E. Victor, pres.; G. E. McAninch, secy.-treas.; O. W. Clifton, vice-pres., wks. mgr.; Edward Gammie, vice-pres., chg. sales; M. L. Liston, asst. sales mgr.; Geo. Fick, adv. mgr.; A. J. Aukers, mgr. ind. sales; W. N. Anderson, pur. agt.; J. Regis, traffic mgr. **Det. Rep.**—S. H. Caldwell, 5-152 General Motors bldg. **Adv. Agcy.**—Buchen Co., Chicago, Ill.

VISCO-METER CORP., 315 Grote st., Buffalo 7, N. Y. Visco-Meters. W. A. Clare, pres.; Karl McCormick, vice-pres.; Mrs. I. Q. Baird, treas. and sales mgr.; James P. Cassidy, works mgr. **Adv. Agcy.**—Comstock, Duffes & Co., Buffalo, N. Y. Earl Close, acct. exec.

VISILITE CORP., 1905 N. Michigan ave., Saginaw, Mich. Visors and lever lites. H. D. Draper, pres.; Hugo Braun, secy.; V. L. Jacobs, gen. mgr.; J. T. Stevers, sales mgr.; William Holme-Shaw, plant mgr. **Adv. Agcy.**—Bradford-LaRiviere, Saginaw, Mich.

VISION-VISOR CORP., 831 S. Wabash ave., Chicago 5, Ill. Transparent plastic automobile visors. R. H. Williams, pres., gen .mgr.; Myron T. Harshaw, exec. vice-pres., treas.; M. J. Lalick, vice-pres., secy.; Ed F. Aylward, sales mgr.; Robert Poole, wks. mgr., pur. agt.; Arvid Forsberg, traffic mgr., serv. mgr. **Adv. Agcy.** — Burlingame-Grossman, Chicago Ill. Sam Grossman, acct. exec.

VISIrecord, Inc., 32-36 47th ave., Long Island City 1, N. Y. Visible record-keeping system, multiple posting machine. Herbert Weston, pres., gen. mgr.; John Reid Topping, vice-pres., secy., adv. mgr.; E. C. Norrington, vice-pres., treas.; Gil Anderson, works mgr.; Jack Muir, asst. to pres., natl. sales mgr.; H. E. Anderson, asst. adv. mgr.; C. R. Tuynman, supt. in chge. order dept.; Ronnie Proulx, asst. works mgr.; Charles Sabiondo, parts and acc. mgr.; C. C. Raber, pur. agt.; A. Smith, asst. pur. agt.; Adam Haaf, traffic mgr.; John Harms, chief acctnt. **Det. Rep.**—Russell H. Frantz, 14827 E. Jefferson, Detroit. **Adv. Agcy.**—Hiram Ashe Assoc., New York, N. Y. Hiram Ashe, acct. exec.

VIS-O-SHADE CORP., 2430 S. Michigan ave., Chicago 16, Ill. Vis-O-Shade sun visors. W. C. Lincoln, pres.; Wm. C. Moses, secy. and treas.; P. E. Cullen, office mgr. and asst. treas.; Hal McGahey, sales mgr.; Paul Styles, works mgr. **Adv. Agcy.**—O'Grady-Anderson, 21 E. Superior st., Chicago 11, Ill. Robert Gray, acct. exec.

VLCHEK TOOL CO., 3001 E. 87th st., Cleveland 4, O. Forged hand tools, small forgings, molded plastics. E. C. Koster, pres. and gen. mgr.; D. B. Wilson, vice-pres. and treas.; L. F. Storie, secy.; D. A. Cummings, works mgr.; Edwin Krall (tools), Emerson Alexander (plastics), sales mgrs.; George Pokorny, asst. sales mgr.; Jos. Pazourek, chief engr.; F. J. Tkach, pur. agt. **Det. Rep.**—Wm. Blanchard, 63 W. Milwaukee ave., Detroit, Mich. **Adv. Agcy.**—Bayless-Kerr Co., Cleveland, O. Horace Kerr, acct. exec.

VOGUE RUBBER CO., 1935 S. Indiana ave., Chicago 16, Ill. Premium tires and tubes. L. O. Dodson, pres.; A. Koehler, vice-pres. **Adv. Agcy.**—Casler, Hempstead & Hanford, Chicago, Ill. Henry Hempstead, acct. exec.

VOKAR CORP., 7300 Huron River dr., Dexter, Mich. Vokar Dee Tee guns, Vokar solvent, automobile radio vibrators, slide projectors, coils. Ralph H. Card, pres.; Wm. F. Cairns jr., vice-pres., gen. mgr.; Edward F. Conlin, secy.; J. E. Lau, treas.; L. B. Poole, sales mgr.; O. I. Nelson, serv. mgr.; Frank Wilke, chief engr.; J. P. Chynoweth, pur. agt. **Adv. Agcy.**—Vansant, Dugdale & Co., Baltimore, Md. C. M. Buchanan, acct. exec.

VOLTZ BROS., INC., 2520 S. Indiana ave., Chicago 16, Ill. Stur-dee fender and grille guards for trucks. E. W. Lager, pres.; C. J. Bredemann, vice-pres. **Adv. Agcy.**—Bachrodt, Newell, Okane & Gano, Chicago, Ill.

VULCAN MFG. CO., INC., Winona, Minn. Hydraulic bumper jacks, pit jacks, safety wheel block, Vulcan combination unit, air cleaner service unit, universal tripod Saf-T-Lift, hydraulic safety jack, town and country car top carrier, axle jack. R. E. Lange, pres.; J. L. Ward, vice-pres.; Harold Nilson, engr.; A. F. Gahnz, pur. agt.; Leonard Schricker, asst. secy., treas.; John Phenning, works mgr.; Henry L. Evans, traffic mgr. **Det. Rep.**—Evans Ward, 5-210 General Motors Bldg., Detroit. **Adv. Agcy.**—E. W. Sann & Assoc., Minneapolis, Minn.

W

W & W AUTO FINISHES, INC., 130 Lincoln st., Boston 35 (Brighton), Mass. Auto finishes. Merton E. Williams, pres., sales mgr.; Donald E. Wilbur, secy.-treas.; R. Earll Dudley, adv. mgr.; M. Guernsey, dir. sales serv.; Geo. P. Allen, pur. agt.

WADE ELECTRIC PRODUCTS CO., 211 N. Jacob st., Sturgis, Mich. Line connectors, spade type; terminal blocks, junction blocks, spade terminals, head light connectors, rotary sockets, snap-in; glove compartment light switch, sockets, dome and tail light; electrical heating units for clothes driers, laminations for fractional H.P. motors, stampings, misc. Chas. E. Wade, pres., gen. mgr.; John N. Kirsch, vice-pres.; Jasper Long, vice-pres. and prod. mgr.; C. E. Wade jr., treas. & asst. gen. mgr.; E. C. Altvater, secy.; Roger Ort, asst. prod. mgr.; Harley M. Newcomb, chief prod. engr.; R. L. Driver, pur.agt.

WAKNER ELECTRIC CORP., 6400 Plymouth ave., St. Louis 14, Mo. Hydraulic brakes and parts, hydraulic brake fluid, brake lining, air brake and parts, tools and equipment, clutch facings, tachographs, NoRol, electric motors, transformers, industrial bridge brakes. P. B. Postlethwaite, chmn. of bd.; J. H. Devor, pres.; F. F. Simon, G. A. Waters, vice-presidents; H. N. Felton, sales vice-pres.; J. D. Eby, secy.-treas.; C. W. Hesse, wks. mgr.; J. A. Gelzer, sales mgr.; J. R. Rose, asst. sales mgr.; L. C. Dobrunz, adv. and sales prom. mgr.;

(Continued on Page 205)

THOUSANDS-->

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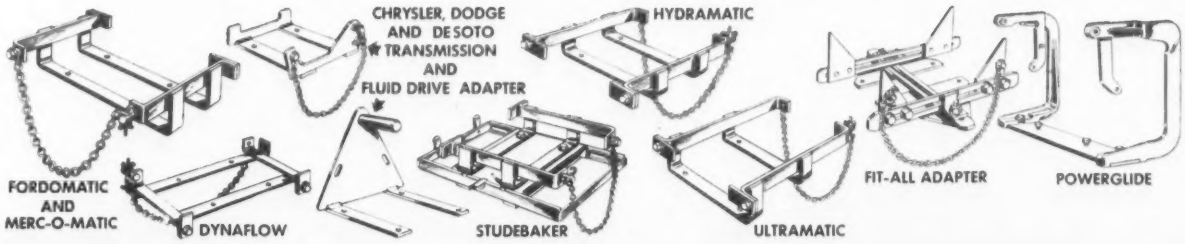

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CAR MAKERS' CHRONOLOGY

Buick

Year	Model	Production	Price Range	Factory Buildings	No. of Employes	MILESTONES
1950	1950	552,827	$1,803 to $3,433	90	25,693	Buick became the fourth manufacturer to make more than a half million cars in a single year. Dynaflow production totaled 429,903 units.

Cadillac

Year	Type of Cars Produced	Total Sales to Dealers	Body Style (Typical Car)	List Price	MILESTONES
1950	Cadillac 61	106,883	Two-door	$2,590	New production record exceeds 100,000-car mark. Cadillac opens Cleveland tank plant.
	Cadillac 61		Four-door	2,690	
	Cadillac 62		Two-door	2,960	
	Cadillac 62		Four-door	3,040	
	Cadillac 62		Convertible	3,440	
	Cadillac 62		Coupe de Ville	3,315	
	Cadillac 60S		Four-door	3,565	
	Cadillac 75		8-Pass. Sedan	4,480	
	Cadillac 75		8-Pass. Imperial	4,660	

Chevrolet

Year	No. Cyl.	Production	Model and Price	MILESTONES
1950	6	2,168,273	Styleline Special Sedan, $1,320	Highest production volume by any company in automotive history. All-time total climbed above 25,000,000 mark. Again topped industry in both passenger car and truck sales. Powerglide Cleveland plant facilities doubled. Awarded big defense contracts.

Crosley

Year	Model	Price	Plants	Engine	Production	MILESTONES
1950	Business Coupe Station Wagon Super Sedan Super Convertible Super Station Wagon Hotshot Roadster Super Sports Pickup Trucks Panel Trucks Cab and Chassis Chassis	$650 to $914	Cincinnati and Marion, Ind.	26.5 hp. 4 Cyl. Crosley	8,181	In June, 1950, Bendix-Lockheed hydraulic brakes were made standard equipment on all models. In August, Crosley introduced the "FarmOroad," a combination farm and road vehicle with agricultural implement attachments. The basic vehicle, without hydraulic lifts or power takeoffs, listed at $795 at the factory. In December announced the Quicksilver 10-1 compression ratio engine, using regular gasoline in combination with water-alcohol injection as optional equipment.

Chrysler

Year	Models	Total Production All Units	Price Range	Factories	MILESTONES
1950	Chrysler Royal Chrysler Windsor Chrysler Saratoga Chrysler New Yorker Chrysler Imperial Chrysler Crown Imperial Chrysler Town & Country Chrysler Newports DeSoto Deluxe DeSoto Custom DeSoto Suburban DeSoto Carry-all DeSoto Sportsman Dodge Coronet Dodge Meadowbrook Dodge Wayfarer Plymouth Deluxe Plymouth Special Deluxe Plymouth Suburban Dodge "Job-Rated" Trucks Dodge "Power-Wagon" Dodge "Route Van"	1,313,239	Plymouth Coupe $1,295 to Chrysler Crown Imperial Limousine $5,070 (on Dec. 31, 1950)	Amplex-Harper Antwerp, Belgium Atlanta, Ga. Chatham, Ont. Chrysler-Jefferson Chrysler-Kercheval Dayton, Ohio DeSoto Plant DeSoto Warren Ave. Dodge Forge Dodge Main Dodge Truck Evansville, Ind. Helena, Ark. Highland Park Indianapolis, Ind. John R Plant Kansas City, Kans. Kokomo, Ind. London, England Los Angeles, Cal. Lynch Road Marysville McKinstry Newark, Del. New Orleans, La. Nine Mile Press Plant Newcastle, Ind. Plymouth Regina, Sask. San Leandro Trenton, Mich. Windsor, Ont.	After 15 years as president, K. T. Keller became chairman of the board and was succeeded by L. L. Colbert, who is also president of Dodge division. Despite a 14-week production loss early in year, due to strike, Chrysler made remarkable comeback to turn out 1,313,239 cars and trucks in U. S. for highest production record in corporation's 25-year history. New plants were announced for Indianapolis, Trenton, Mich.; Newark, Del., and New Orleans; latter two earmarked for tank and tank engine production. Chrysler also took defense orders for military trucks, jet aircraft engines and range finders. New 180-horsepower engine, power steering, air-cooled brakes, new torque convertor, and Oriflow shock absorbers featured on 1951 models. In August company announced an unprecedented voluntary wage increase of 10 cents per hour to all employes, and in December adopted a new five-year, nonreopenable contract which provided among other things for a cost-of-living escalator clause. James C. Zeder was named director of engineering and research; Robert T. Keller was appointed general manager of Delaware tank plant; Nicholas Kelley jr. became secretary of corporation; W. C. Newberg was made vice-president and director of Dodge; C. E. Buchholzer named president of Airtemp division, and Walter J. Simons was appointed director of pensions and group insurance.

Ford

Year	Models	Price	MILESTONES
1950	Passenger cars: Lincoln (all 8-cyl.)—6-pass. coupe, 6-pass. Lido, sport sedan. Lincoln-Cosmopolitan (all 8-cyl.)—6-pass. coupe, 6-pass. Capri, sport sedan, 6-pass. convertible. Mercury (all 8-cyl.)—6-pass. coupe (custom and deluxe models), 6-pass. Monterey (models with cloth and leather trim), sport sedan, 6-pass. convertible, station wagon. Ford—6-cyl. deluxe: business coupe, tudor, fordor: 8-cyl. custom deluxe—tudor, fordor, club coupe, Country Squire station wagon. 8-cyl. deluxe: business coupe, tudor, fordor: 8-cyl. custom deluxe: tudor, fordor, club coupe, Country Squire station wagon, Crestliner, convertible coupe.	From Ford Deluxe 6-cylinder business coupe, $1,236, to Lincoln Cosmopolitan convertible, $3,700.	Cleveland site purchased for production foundry and motor plant. Price reduction on trucks and station wagons. Ford awarded Fashion Academy Gold Medal for 1950. Postwar monthly production record set in January with 148,393 vehicles. First pension plan for hourly paid workers in automotive industry. Mead L. Bricker retired as vice-president. John S. Bugas, L. D. Crusoe, D. S. Harder, Harold T. Youngren, T. O. Yntema elected directors of the company. First Ford-made automatic transmission built in August at Cincinnati plant. Site purchased near Wayne, Mich., for L-M assembly plant. Construction of new assembly plant near Kansas city started. Ford Motor Co. reached a 5-year agreement with UAW-CIO; cost-of-living salary adjustment plan. J. R. Davis resigns as sales vice-president, but remains as vice-president. Awarded contract for Pratt & Whitney 28-cylinder engines. Walker A. Williams appointed vice-president, sales and advertising. John Dykstra appointed vice-president of manufacturing group. Logan C. Miller appointed vice-president of basic products group. Ray H. Sullivan named vice-president of engine and pressed steel group.

General Motors

Year	Models	Total Sales to Dealers	Price Range	MILESTONES
1950	PASSENGER CARS: Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac. COMMERCIAL CARS: Chevrolet trucks, GMC trucks and coaches, Pontiac sedan delivery. FOREIGN PASSENGER CARS: Vauxhall, Opel, Holden.	3,614,528 (U. S. and Canada)	Chevrolet $1,329 to Cadillac $5,001	Chevrolet introduced Powerglide, fully automatic transmission, with new 105-horsepower valve-in-head engine. Buick introduced F-263 straight-eight valve-in-head engine, also E-Z-Eye glass in windshield and windows. Defense work increased.

Hudson

Year	Models	Total Production	Model and Price	MILESTONES
1950	Hudson Pacemaker Six Hudson Pacemaker Deluxe Six Hudson Super Six Hudson Commodore Custom Six Hudson Super Eight Hudson Commodore Custom Eight	Total 143,586	22 Models — Pacemaker Six 3-Pass. Coupe $1,806.50 to Commodore Custom Eight Convertible Brougham $2,893.25	In October introduced the 1951 Hudson Hornet. Hudson received for second time the Merit Award from the American Society of Industrial Engineers. A 1950 Hudson Super-Six won Mexico's first annual Acapulco-to-Vera Cruz auto race. A 1951 Hornet negotiated the distance 15 minutes faster than the winning car, or in 8 hours, 34 minutes, 6 seconds.

Kaiser-Frazer

Year	Models	Production	Price Range	Plants	No. of Employes	MILESTONES
1950	K-5110 K-5111 K-5113 K-5113 K-5114 K-5115 K-5120 K-5121 K-5124 K-5125 K-5127 5134 5144 F-5151 F-5155 F-5161 F-5162	146,974	$1,299 to $3,016	Willow Run, Mich. Portland, Oregon Detroit, Mich. Jackson, Mich.	12,500	1951 models included all-new Kaiser series; two Henry J models, designed to deliver for lowest price in low-priced field; and extensively redesigned Frazer line. Total production second highest in K-F's five-year history. Near end of year plans were made to convert part of plant facilities to output of C-119 Fairchild cargo planes, while continuing auto production.

Nash

Year	Total Car Units Produced	Range of Prices: Lowest Base Price	Range of Prices: Highest Base Price	Average Number of Employes	MILESTONES
1950	189,543	$1,732	$2,321	15,695	Introduced new Rambler models: convertible sedan, station, wagon and suburban. Experimental NXI $1,000-car shown to 250,000 persons at "survlew" meetings throughout U. S. Completed Rambler body plant with production capacity of 500 bodies a day at Kenosha. Hydra-Matic drive made available in Statesman. Canadian plant at Toronto began assembly of Nash cars.

Oldsmobile

Year	Model	Total Production	Price	Factory	Employes (U.S. Only)	MILESTONES
1950	Series "76" Series "88" Series "98"	396,757	$1,819 1,978 2,299	Lansing South Gate, Calif. Kansas City, Kan. Linden, N. J. Wilmington, Del. Framingham, Mass. Atlanta	10,678	Oldsmobile "88" driven by Hershel McGriff won first Pan-American road race of 2,177 miles across Mexico in May. The 3,000,000th Oldsmobile was produced Feb. 15 and the 1,000,000th Oldsmobile with Hydra-Matic drive in May. Production and sales hit new records. The 500,000th "Rocket" engine produced in October. Defense order for super bazooka rockets received in December. Series "76" discontinued in September.

Packard

Year	Total Production	Models and Price	Average Employes During Year	MILESTONES
1950	72,138	"200": Business Coupe, $2,195; Club Sedan, $2,305; 4-Door Sedan, $2,355. "200" Deluxe: Club Sedan, $2,445; 4-Door Sedan, $2,495. "300": 4-Door Sedan, $2,895. "400" Patrician: 4-Door Sedan, $3,495.	8,971	W. H. Graves named to succeed Col. J. G. Vincent as vice-president of engineering Jan. 10; Vincent earlier elected executive vice-president. Ultramatic drive price cut 18 percent on Jan. 17. G. H. Brodie named vice-president in charge of coordinating operations Jan. 28. Operating committee of top executives announced March 11. New 1951 line unveiled Aug. 24; Patrician "400" compression ratio of 7.8 to 1 highest in industry for full-size engines. Le-Roy Spencer named vice-president Sept. 14. New models given top design award by Society of Motion Picture Art Directors Oct. 12. Dealer Advisory Council placed on completely elective basis Nov. 14. Five of every six cars shipped in 1950 equipped with Ultramatic drive.

Pontiac

Year	Model	Total Sales to Dealers	Prices	Factory	Employes	MILESTONES
1950	Chieftain 6 Chieftain 8 Streamliner 6 Streamliner 8	469,813	$1,571-$2,122 1,640- 2,190 1,673- 1,819 1,742- 1,887	Same as '49	16,000	Greatest production year in division's history. Six regional sales offices opened. Big 25th Anniversary celebration. Open new Engineering Center. H. J. Klingler leaves Pontiac after 17 years as general manager, taking high GM post. Arnold Lenz takes general manager job. B. E. Starr named gen. mfg. mgr.; A. F. Johnson, mfg. mgr.; E. R. Pettengill, admin. asst.; J. P. Charles, asst. chief. engineer; C. O. Johnson, gen. plant supt. Begin defense contract negotiations. More plant expansion planned.

Studebaker

Year	Models	Price	Sales	Employes (U.S. only)	MILESTONES
1950	Champion Commander Land Cruiser	$1,419.00* to $2,328.50	334,554	23,970	Production and sales set new records. Custom Champion announced. Construction of new assembly plant begun in New Brunswick, N. J. Automatic transmission offered on all models. V-8 engine introduced for 1951 Commanders and Land Cruisers.

*Factory delivered in South Bend. Prices in effect at close of model production.

Willys-Overland

Year	Total Sales	MILESTONES
1950	91,134	Ward M. Canaday elected president and chairman of the board; Raymond R. Rausch elected vice-president, member of the board, and executive assistant to the president; Lyman W. Slack elected vice-president of distribution; W. S. Venn named general sales manager; Clyde R. Paton named director of engineering. New line of utility vehicles announced featuring high compression (7.4 to 1) "F" head, four-cylinder "Hurricane" engine; new waterproof M-38 military Jeep announced; U. S. military contracts for Jeeps, Jeep engines and other vehicles totaling more than $140,000,000; 250,000th civilian "Universal" Jeep manufactured. Working capital reached new peak of $27,776,695.

Who's Who in Auto Industry

(Continued from Page 203)

H. H. Brandenburger, serv. and parts and acc. mgr.; W. R. Freeman, chief engr.; J. V. Christman, pur. agt.; R. Druschky, traffic mgr.; G. W. Brown, pub. rel. mgr. **Det. Rep.**—J. W. Bryant, 6050 Cass ave., Detroit. **Adv. Agcy.**—A. R. Mogge, Inc., 307 N. Michigan ave., Chicago 1, Ill.

WALDES KOHINOOR, INC., 47-16 Austel pl., Long Island City 1, N. Y. Retaining rings, retaining ring pliers. S. Waldes, pres.; H. Waldes, vice-pres.; G. Waldes, vice-pres., secy.; M. M. Miller, treas.; B. Brozek, wks. mgr.; H. F. Bower, sales mgr.; J. Bloom, adv. mgr.; O. Kolbert, tech. adviser in chge. engrg.; H. Van Cleaf, pur. agt. **Det. Rep.**—American Industrial Products, 652 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Grey Adv. Agency, New York 1, N. Y. H. Newman, acct. exec.

WALKER & CO., 88 Custer, Detroit 2, Mich. Automobile dealer identification signs; electric displays (signs), neon, zeon. Clarence D. Blessed, pres.; Lee A. Kremer, secy.; Evan P. Bayne, treas.

WALKER MFG. CO. OF WISCONSIN, Racine, Wis. Portable and service jacks (hydraulic and mechanical); electric lifts; exhaust silencers and pipe; hydraulic jack oil; penetrating oil; oil filters and cartridges. W. T. Walker, chmn. of bd.; James S. Allan, pres.; John Engels, vice-pres., and sales mgr., whlse, div.; Wm. C. Morgan, vice-pres. and sales mgr. orig. equipment div.; Thomas B. Earle, treas.; J. S. Allan, gen. mgr.; T. Faxon Hall, vice-pres. and sales prom. and adv. mgr.; Randall Snow, asst. adv. mgr.; Mel Holland, serv. mgr.; Carl Nelson, pur. agt.; Les Coffin, asst. pur. agt.; Roger Lange, traffic mgr. **Adv. Agcy.**—Keeling & Co., Indianapolis, Ind. L. T. Sogard, asst. exec.

WARD LaFRANCE TRUCK CORP., Elmira, N. Y. Heavy-duty commercial trucks, fire trucks and fire-fighting equipment. Joseph G. Grossman, pres. and treas.; A. Ward LaFrance, vice-pres.; Kai Madsen, secy.; F. Norman Tracy, sales mgr., comm. trucks; Nils Bjorck, sales mgr., fire apparatus; John J. Moser, serv. mgr.; James Lombard, pur. agt.

WARD PRODUCTS CORP. DIV. of Gabriel Co. Gen. Offices and Engrg.: 1523 E. 45th st., Cleveland 3, O. Factory address: Ashtabula, O. Radio antennas. G. E. McAllister, gen. mgr.; Julius Fine, distributor sales mgr.; L. H. Kline, sales engr. **Adv. Agcy.**—Hubbell Adv. Agency, Cleveland, O.

WARNER AUTOMOTIVE PARTS DIV., Borg-Warner Corp., S. Wayne st., Auburn, Ind. Automotive replacement parts, axle shafts, ring and pinion gears, differential cases and parts, cylinder heads, transmission gears, power takeoffs, etc. R. M. Allison, pres., gen. mgr.; G. A. Shallberg, vice-pres.; H. N. Nigg, secy., treas.; D. C. Hamilton, works mgr.; J. J. Rountree, sales mgr.; M. R. Seavers, serv. and traffic mgr.; H. A. McAninch, chief engr.; C. C. Hine, F. E. Allison, pur. agts. **Det. Rep.**—N. K. Van Osdol, 6432 Cass ave., Detroit 2, Mich.

WARNER GEAR DIV., Borg-Warner Corp., 1106 E. Seymour st., Muncie, Ind. Passenger car transmissions, truck transmissions, overdrive transmissions, synchronizer assemblies, parking brake assemblies, automotive gears. A. P. Emmert, pres.; E. S. Russey, vice-pres., gen. mgr. and sales mgr.; F. M. Tuhey, secy.-treas.; W. H. Cortwright, wks. mgr.; S. F. Clark, serv. mgr.; Palmer Orr, chief engr.; R. W. Wayman, development engr.; L. A. Black, pur. agt.; T. J. Ault, asst. pur. agt.; W. S. Marquell, traffic mgr.; R. B. Whinrey, pub. rel. mgr.; S. G. Gregory, labor rel. mgr. **Det. Rep.**—R. R. Rolph, 7-233 General Motors bldg. **Adv. Agcy.**—Bob Robinson, Inc., Muncie, Ind.

WARNER-PATTERSON CO., 920 S. Michigan ave., Chicago 5, Ill. Liquid solder, radiator cleaner, service cleaner, cooling system protector. A. P. Warner, pres.; M. J. Phillips, vice-pres.; J. H. Cattell, secy., treas., gen. mgr.; R. M. McNeily, sales mgr.; I. J. Bialek, traffic mgr. **Adv. Agcy.**—George H. Hartman Co., Chicago, Ill.

WATERBURY TOOL, Div. of Vickers, Inc., 188 E. Aurora st., Waterbury 91, Conn. Valve equipment, engine rebuilding equipment, special machinery. Harry Vickers, pres.; W. E. Rouse, gen. mgr.; G. M. Darsch, secy.-treas.; C. A. Jones, factory mgr.; M. A. Hayden, gen. sales mgr.; T. O. Brown, chief engr.; H. F. Carberry, pur. agt. **Det. Rep.**—Paul H. Peth, 2618 Collingswood blvd., Toledo 10, O. **Adv. Agcy.**—Charles Brunelle Co., Hartford, Conn.

WATERVLIET TOOL CO., INC., 1349 Broadway, Albany 1, N. Y. Automotive reamers (all types), automotive equipment, pneumatic body and fender repair tools, pneumatic grinders, sanders and featheredging tools, etc. Wm. J. Kattrein, pres., treas.; R. H. Birchenough, vice-pres.; A. M Kattrein, secy.; Wm. J. Kattrein jr., sales mgr.; R. Kinsley, works mgr.; T. Ten Eyck, adv. mgr. and pur. agt.

WATKINS BODY CORP., 666 Genesee st., Buffalo 11, N. Y. Motor truck bodies, van type and parcel delivery type, welded steel assemblies. Albert C. Finley, pres., treas.; George C. Finley, vice-pres., gen. mgr.; Ralph J. Dunn, secy., sales mgr.; Thomas Poulin, chief engr.; L. H. Beyer, pur. agt. **Adv. Agcy.**—Reinold Ferstner, Buffalo, N. Y.

WATSON, CO., H. S., 1316 67th st., Emeryville, Calif. H. S. Watson, pres.; Frank M. House, vice-pres., gen. mgr.; R. S. Pershing, sales mgr.; C. Stenberg, pur. agt.; Dan Dowrick, serv. mgr.; Frank Hamilton, northeast mgr.; George Carter, southeast mgr.; William Conway, north central mgr.; F. A. Thomas, south central mgr.; William Hessin, northwest mgr.; J. R. Murphey, southwest mgr.

WATSON CO., JOHN WARREN, 1924 Hunting Park ave., Philadelphia 40, Pa. Impregnated fabric and paper for body cab, radiator and engine mountings; hood-lacing and leaf spring inserts; lubricant coating pencils. John W. Watson, pres., chief engr.; R. A. Watson, vice-pres., secy., treas., gen. mgr.

WAUKESHA MOTOR CO., St. Paul ave., Waukesha, Wis. Internal combustion engines and units. J. E. DeLong, pres., gen. mgr.; L. L. Bower, chief engr.; C. P. Ross, secy., treas.; A. Herzberg, works mgr.; J. G. Swain, vice-pres., sales; F. C. Schulze, sales mgr.; P. C. Ritchie, adv. mgr.; H. J. Lemmer, asst.; O. Pedersen, serv. mgr.; H. Loebl, distrib. serv. and sales; L. F. Whisler, pur. agt.; C. E. Nelson, vice-pres., production; H. Eckert, traffic mgr. **Adv. Agcy.**—Cramer-Krasselt Agency, Milwaukee, Wis. Carl Brehm, acct. exec.

WAUSAU MOTOR PARTS CO., 1007 Harrison blvd., Wausau, Wis. Piston rings, valve seat inserts. G. C. Landon, pres., gen. mgr.; J. S. Landon, vice-pres., treas.; R. P. Tinkham, sec.; D. J. Horkan, asst. secy.; B. K. Konkol, asst. treas.; J. L. Roberts, asst. sales mgr.; E. H. Viele, chief engr.; S. W. Budil, chief replacement engr.; E. A. Genrich, works mgr.; I. H. Gisselman, pur. agt.

WAVERLY PETROLEUM PRODUCTS CO., 1724 Chestnut st., Philadelphia 3, Pa. Oils and greases, oil and grease absorbent. Edw. P. Frankel, pres.; Jos. E. Simon, secy., treas.; E. W. Coogan, sales mgr. **Det. Rep.**—Frank A. Miller, Grosse Pointe, Mich. **Adv. Agcy.** — Beaumont, Heller & Sparling, Reading, Pa.

WAXED SILICONE PRODUCTS, INC., 5020 N. W. 7th ave., Miami 37, Fla. Sil-i-kleen auto cleaner and polish, wax polish, paste wax, paste cleaner, chrome polish, ignition sealing compound. A. W. Harp sr., pres.; Morris W. Kuckku, vice-pres.; J. M. Council sr., secy.-treas.

WAYNE CHEMICAL PRODUCTS CO., Copeland st. and M.C.R.R., Detroit 17, Mich. Rust preventive oils and coatings, lubricants, paste solder, cleaners, cutting and grinding tools, spray booths. Edgar G. Behr, pres. and gen. mgr.; Karl G. Behr, vice-pres.; Warren C. Dilloway, secy.; R. C. Berns, treas.

WAYNE PUMP CO., Tecumseh st., Fort Wayne 4, Ind. Gasoline dispensing pumps, air compressors, hose reels, bulk pump for petroleum products. Chas. E. Franks, pres.; E. J. Gallmeyer, W. F. Brandt (advisory), vice-presidents; F. S. Shumaker, vice-pres.; F. H. Jaebker, secy. and asst. treas.; H. H. Eich, controller and asst. treas.; W. C. Leitch, vice-pres. & dir. of sales; A. H. Dickmeyer, gen. sales mgr.; M. R. Barnthouse, sales mgr.; E. J. Lennart, serv. mgr.; A. J. Tremper, dir. of pur. **Det. Rep.**—M. J. Vierling, 1475 E. Grand blvd. **Adv. Agcy.**—Bonsib Adv. Agency, Fort Wayne, Ind. L. W. Bonsib, acct. exec.

WEATHERHEAD CO., 300 E. 131st st., Cleveland 8, O. Tube fittings, flexible hose assemblies, dash controls, drain and shut-off cocks, valves, accessories and screw machine products for automotive, aviation, industrial, refrigeration and LP-Gas equipment. A. J. Weatherhead jr., pres., gen. sales mgr.; John D. Smetzer, vice-pres., chg. of ind. rel.; John G. Guardiola, adv. mgr.; Charles H. Crawley, chief design engr.; John W. Reavis, secy.; Morris H. Wright, vice-pres. and treas. **Det. Rep.**—A. S. Wade, district sales mgr., Weatherhead Co., 923 Fisher bldg., Detroit 2, Mich. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., 1501 Euclid ave., Cleveland 15, O. R. L. Lechner, acct. exec.

WEAVER MFG. CO., 2171 S. 9th st., Springfield, Ill. Headlight testers, brake testers, alignment testers, front end equipment, jacks, lifts (automotive, truck and bus), shop service equipment, wheel dollies. I. A. Weaver, pres.; E. A. Costa, exec. vice-pres., treas., gen. mgr. and bus. mgt. dir.; C. F. Hodgson, vice-pres. chge. sales; Rex Linn, supt.; E. C. Henning, domestic sales mgr.; E. V. Eastman, adv. mgr.; Ruel Logan, sales prom. mgr.; J. L. Phelps, serv. mgr.; W. A. Ross, chief engr.; O. W. Ellis, pur. agt.; H. G. Hogan, traffic mgr.; J. S. Greenleaf, personnel mgr. **Det. Rep.**—A. W. Ray, 9364 E. Outer drive, Detroit, Mich. **Adv. Agcy.** — Arthur R. Mogge, Inc., Chicago, Ill. A. R. Mogge, acct. exec.

WEIRTON STEEL CO., Weirton, W. Va. Plain or bonderized electrolytic zinc-coated sheets and strips, hot dip and electrolytic tin plate, tin mill black plate; high-carbon strip; lead alloy and long terne sheets; galvanized sheets and roofing products; high quality low-alloy steels; lacquered and coated tin plate and tin mill black plate. T. E. Millsop, pres.; W. A. Murphy, exec. vice-pres. and secy.; J. A. Henry, vice-pres., chge. sales; L. D. Brueckel, vice-pres., chge. export sales; C. G. Tourney, treas.; J. S. Williamson, vice-pres., chge. oper.; E. O. Burgham, gen. supt.; A. C. Childs, asst. vice-pres. chge. sales; C. H. Hesse and W. A. Fannin, asst. gen. sales mgrs.; F. G. Brown, sales mgr. (sheet and strip div.); E. F. Clark, asst.; R. S. Meighen, sales mgr. (tin plate div.); J. W. Taylor, asst. mgr. (tin plate div.); E. W. Reiger, vice-pres., chge. engrg.; C. J. Klein, chief engr.; J. J. Munns, vice-pres. (quality control); J. H. McNeal, pur. agt.; W. F. Morris jr., vice-pres. (traffic); A. S. Earp, traffic mgr.; G. T. Fonda, asst. to pres., chge. pub. rel.; R. Corli, ind. rel. mgr. **Det. Rep.**—F. J. White, General Motors bldg., Detroit 2. **Adv. Agcy.**—Campbell-Ewald Co., Detroit 2. W. P. Stewart, acct. exec.

WELTRONIC CO., 19500 W. Eight Mile rd., Detroit 19, Mich. Resistance welding controls, electronic timers, electronic and magnetic contactors, control combinations and accessories, induction and dielectric generators, motor controls, rectifier-regulators, electronic rectifiers, automatic engine test stands. Cletus J. Collom, pres.; Wm. Nixon, secy.-treas.; Lloyd C. Poole, chief engr.; George Ducharme, plant supt.; George Enk, sales mgr.; Wm. H. Smith, mgr. sales dept.; M. C. Lambe, pur. agt. **Adv. Agcy.**—Hopcraft-Keller, Inc., 1611 Kales bldg., Detroit, Mich. John Van Wart, acct. exec.

WESTCLOX, Div. General Time Corp., La-Salle, Ill. Automobile clocks. J. L. Bruce, ind. sales mgr. and contact man; A. J Wilson, pres.; A. J. Hasselman, gen. mgr.; W. J. Richards, wks. mgr.; H. J. Wagner, gen. sales mgr.

WESTINGHOUSE ELECTRIC CORP., Lamp Div., Bloomfield, N. J. Incandescent and fluorescent lamps; electronic tubes. Gwilym A. Price, pres.; R. C. Stuart, vice-pres. in chge. lamp div.; R. E. Ebersole, lamp sales mgr.; H. G. Cheney, asst. lamp sales mgr.; J. J. Doyle, electronic tube sales mgr.; Frank Paeske, miniature and sealed beam lamp sales mgr.; H. E. Plishker, adv. and sales prom. mgr.; H. L. Niederauer, asst.; F. Esser, pur. agt. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., New York, N. Y. P. F. Biklen, acct. exec.

WESTINGHOUSE RADIO STATIONS, INC., 1625 "K" st., N. W., Washington 6, D. C. Operates radio stations in Boston, Springfield, Philadelphia, Pittsburgh, Ft. Wayne, Portland and a television station in Boston. Walter Evans, pres.; Walter E. Benoit, vice- pres.; E. R. Borroff, sales mgr.; W. B. McGill, adv mgr. **Det. Rep.**—Free E. Peters, Wm. Bryan, Penobscot bldg. **Adv. Agcy.**—Gray E. Rogers, Philadelphia, Pa.

WETTLAUFER MFG. CORP., 19000 W. Eight Mile rd., Detroit 19, Mich. Design and product engineering, sheet metal experimental fabrication, wood forms and patterns. E. G. Wettlaufer, pres.; A. J. Wettlaufer, sales mgr.; J. MacKenzie, treas.; O. C. Davidson, plant mgr.; R. J. Grubba, chief engr.; H. A. Davidson, pur. agt.

WHALE TOOL CORP., 1767 Broadway, New York 19, N. Y. Pli-wrench—locking type. Samuel Kresberg, pres.; E. J. St. Laurence, vice-pres.; Louis Rosenberg, treas., gen. and sales mgr. **Adv. Agcy.**—Picard, New York, N. Y.

WHEEL WEIGHTS, INC., 21471 Mound rd., Van Dyke, Mich. Wheel balance weights. M. J. Hume, pres.; Helen Berghoff, secy.; G. Wm. Thibault, gen. mgr.; R. J. Zaebst, asst. gen. mgr.; H. D. Eckhout, wks. mgr.; M. J. Gimont, traffic mgr. **Adv. Agcy.**—Holden, Clifford, Flint, Inc., Detroit, Mich. Robert LaRue, acct. exec.

WHELAND CO., 2800 S. Broad st., Chattanooga 2, Tenn. Gray iron automotive castings. Gordon P. Street, pres.; Charles W. Wheland, vice-pres., treas.; Z. W.

(Continued on Page 206)

Standard Equipment... FOR A SPECIALIZED FIELD

DORSEY

Fleet Chief

REFRIGERATOR VAN

for all Refrigeration Requirements

DORSEY TRAILERS

ELBA ALABAMA

REFRIGERATOR VAN

OPTIONAL EQUIPMENT FOR EVERY NEED:

- 4½ - 6" insulation.
- Side door, 42" refrigerator type.
- Metal floor pan.
- Duct Boards.
- Meat Rails.
- Framing for mechanical refrigeration units.
- Special heights.
- Corrugated aluminum floors.

NOT MERELY AN INSULATED TRAILER . . . . . A SPECIALLY CONSTRUCTED AND HIGHLY MOBILE REFRIGERATOR READILY ADAPTABLE TO ANY TRANSPORTATION REQUIREMENT.

The following are the major uses for this refrigerator van:

- FROZEN FOODS
- MEATS
- POULTRY
- DAIRY PRODUCTS
- ALL PERISHABLE PRODUCTS requiring refrigeration or protection from temperature changes.

STEP-SEALED DOORS

All doors of Dorsey Fleet Chief Refrigerator Vans have real refrigerator type step sealed construction giving a positive rubber seal that prevents heat transfer or refrigeration loss. Pressure type hardware free doors instantly even when operating at zero temperatures.

Comparison of Advertised Delivered Prices of Current Car Models

Compiled by Automotive News

(This comparison of advertised delivered prices of various makes of cars is based on prices in effect Apr. 10, 1951, as established by the Office of Price Stabilization and rounded off to the nearest dollar. They include factory retail prices at the factory with spare tires and provisions for dealer delivery and handling charges and for federal taxes. They do NOT include transportation, state sales taxes, license or title fees, accessories, or various items of factory installed or optional equipment.)

	4-Door Sedan	2-Door Sedan	Sedan Coupe	Club Coupe	Business Coupe	Conv. Coupe	Sta. Wag. & Utility	Sports Coupe
CHEVROLET								
Styleline Special	$1,489	$1,440	.....	$1,445	$1,364	.....	.....	.....
Styleline Deluxe	1,570	1,522	.....	1,538	.....	$1,896	$2,047	$1,787
Fleetline Special	1,489	.....	1,440	.....	.....	.....	.....	.....
Fleetline Deluxe	1,570	.....	1,522	.....	.....	.....	.....	.....
FORD								
Deluxe Six	1,508	1,460	.....	.....	1,366	.....	.....	.....
Deluxe Eight	1,584	1,536	.....	.....	1,455	.....	.....	.....
Custom Deluxe Six	1,598	1,549	.....	1,549	.....	.....	2,080	.....
Custom Deluxe Eight	1,679	1,630	.....	1,635	.....	1,998	2,161	1,975
PLYMOUTH								
Concord	.....	1,548	.....	.....	1,423	.....	*1,906	.....
Cambridge	1,608	.....	.....	1,575	.....	.....	.....	.....
Cranbrook	1,688	.....	.....	1,660	.....	2,050	.....	1,952
STUDEBAKER								
Champion Custom	1,614	1,582	.....	1,609	1,511	.....	.....	.....
Champion Deluxe	1,694	1,661	.....	1,688	1,591	.....	.....	.....
Champion Regal	1,775	1,743	.....	1,770	1,672	2,089	.....	.....
Commander Regal	1,888	1,856	.....	1,883	.....	.....	.....	.....
Commander State	1,991	1,959	.....	1,986	.....	2,305	.....	.....
State Land Cruiser	2,127	.....	.....	.....	.....	.....	.....	.....
HENRY J								
Four	.....	1,334	.....	.....	.....	.....	.....	.....
Deluxe Six	.....	1,467	.....	.....	.....	.....	.....	.....
PONTIAC								
Chieftain Six	1,791	1,739	.....	1,739	1,613	.....	2,324	.....
Chieftain Six Deluxe	1,889	1,836	.....	1,836	.....	2,179	2,405	*2,054
Chieftain Eight	1,861	1,810	.....	1,810	1,684	.....	2,394	.....
Chieftain Eight Deluxe	1,958	1,907	.....	1,907	.....	2,249	2,475	*2,124
Streamliner Six	.....	.....	1,717	.....	.....	.....	.....	.....
Streamliner Six Deluxe	.....	.....	1,815	.....	.....	.....	.....	.....
Streamliner Eight	.....	.....	1,788	.....	.....	.....	.....	.....
Streamliner Eight Deluxe	.....	.....	1,886	.....	.....	.....	.....	.....
NASH								
Rambler Super	.....	.....	.....	.....	.....	.....	1,779	.....
Rambler Custom	.....	.....	.....	.....	.....	1,886	1,886	.....
Statesman Super	1,863	1,837	1,860	.....	1,756	.....	.....	.....
Statesman Custom	2,026	2,000	2,023	.....	.....	.....	.....	.....
Ambassador Super	2,220	2,194	2,216	.....	.....	.....	.....	.....
Ambassador Custom	2,383	2,357	2,379	.....	.....	.....	.....	.....
DODGE								
Wayfarer	.....	1,801	.....	.....	1,671	1,790	.....	.....
Meadowbrook	1,915	.....	.....	.....	.....	.....	.....	.....
Coronet	1,996	.....	.....	1,982	.....	2,408	2,567	2,300
BUICK								
Special Series 40	1,992	1,937	.....	1,904	1,850	.....	.....	.....
Special Deluxe Series 40	2,035	1,981	.....	.....	.....	2,385	.....	2,072
Super Series 50	*2,194	.....	2,094	.....	.....	2,540	2,917	2,194
Roadmaster Series 70	2,835	.....	.....	.....	.....	3,058	3,521	2,928
OLDSMOBILE								
Series 88	*2,030	*1,970	.....	.....	.....	.....	.....	.....
Super 88 Deluxe	2,191	2,132	.....	2,089	.....	2,516	.....	2,407
Series 98 Deluxe	2,456	.....	.....	.....	.....	2,846	.....	*2,712
DeSOTO								
Deluxe	2,059	.....	.....	2,048	.....	.....	2,269	.....
Custom	2,252	.....	.....	2,233	.....	2,667	*2,808	2,575
MERCURY	2,084	.....	.....	2,031	.....	2,475	2,627	2,204
HUDSON								
Pacemaker Custom	2,145	2,102	.....	2,145	1,964	2,642	.....	.....
Super Six	2,287	2,238	.....	2,287	.....	2,827	.....	.....
Commodore Six	2,480	.....	.....	2,455	.....	3,011	.....	.....
Hornet Six	2,568	.....	.....	2,543	.....	3,099	.....	.....
Commodore Eight	2,568	.....	.....	2,543	.....	3,099	.....	.....
KAISER								
Special	2,165	2,114	.....	2,094	1,950	.....	*2,268	.....
Deluxe	2,278	2,227	.....	2,248	2,114	.....	*2,381	.....
CHRYSLER								
Windsor	2,210	.....	.....	2,189	.....	.....	2,826	.....
Windsor Deluxe	2,410	.....	.....	2,388	.....	2,833	2,646	2,725
New Yorker	2,855	.....	.....	2,828	.....	3,348	.....	3,240
Imperial	3,159	.....	.....	3,148	.....	3,826	.....	.....
FRAZER	2,359	.....	.....	.....	.....	.....	2,399	.....
Manhattan	.....	.....	.....	.....	.....	3,075	.....	3,075
PACKARD								
200	2,417	2,366	.....	.....	2,254	.....	.....	.....
200 Deluxe	2,561	2,510	.....	.....	.....	.....	.....	.....
300	2,972	.....	.....	.....	.....	.....	.....	.....
Patrician 400	3,586	.....	.....	.....	.....	.....	.....	.....
LINCOLN	2,639	.....	.....	2,591	.....	.....	.....	2,791
Cosmopolitan	3,321	.....	.....	3,266	.....	4,049	.....	3,493
CADILLAC								
Series 61	2,939	.....	.....	2,831	.....	.....	.....	.....
Series 62	3,316	.....	.....	3,230	.....	3,747	.....	3,613
Series 60 Special	3,893	.....	.....	.....	.....	.....	.....	.....
CROSLEY	.....	.....	.....	.....	916	974	973	.....
Super	.....	1,003	.....	.....	.....	.....	.....	.....
WILLYS-OVERLAND								
Four	.....	.....	.....	.....	.....	1,505	1,722	.....
Six	.....	.....	.....	.....	.....	1,613	1,803	.....

*Additional models: Plymouth Savoy, $2,014. Buick Super 4-door Riviera sedan, $2,269. Pontiac Chieftain Six Catalina Super Deluxe, $2,113. Pontiac Chieftain Eight Catalina Super Deluxe, $2,184. Oldsmobile 88 Deluxe four-door sedan, $2,111. Oldsmobile 88 Deluxe two-door sedan, $2,050. Oldsmobile 98 Standard Holiday, $2,446. DeSoto Custom Suburban, $3,284. Kaiser Special 2-door Traveler, $2,217. Kaiser Deluxe 2-door Traveler, $2,330.

Who's Who

(Continued from Page 205)

Wheland, secy.; H. F. Griscom, gen. mgr.; K. L. Landgrebe, works mgr. **Det. Rep.**—J. Fred Selman, 33 Oxford rd., Pleasant Ridge, Mich. **Adv. Agcy.**—Power & Condon, Chattanooga, Tenn.

WHITAKER CABLE CORP., 1301 Burlington ave., Kansas City 16, Mo. Battery cable, ignition sets, spool wire, wire harness assemblies, battery terminals, battery service tools, bonding jumpers, radio assemblies. J. P. Whitaker, pres., gen mgr.; V. W. Brewer, vice-pres., mdse. and adv.; T. H. Stuver, secy., pur. agt.; A. L. Taylor, treas.; J. F. Whitaker, vice-pres., sales mgr.; Ivan Cloud, chief engr.; D. E. Stewart, ind. sales mgr.; M. D. Downing, asst. pur. agt. **Det. Rep.**—C. O. Larson, 279 Rivard blvd., Grosse Pointe, Mich. **Adv. Agcy.**—Arthur R. Mogge, Inc., Chicago, Ill.

WHITE AUTOMOTIVE PRODUCTS, INC., 1604 Douglas ave., North Providence 4, R. I. White lubricator (upper cylinder oiler), mirochrome door handle plate. Henry L. White, pres., chief engr.; Richard S. Douglas, vice-pres, sales mgr.; Raymond A. Masse, secy.; Samuel Hesketh, treas.; Lily P. White, office mgr.

WHITE MOTOR CO., Cleveland 1, O. Trucks, buses, house-to-house delivery units. Robert F. Black, pres.; J. N. Bauman, vice-pres., chge. sales; Vollmer W. Fries, vice-pres., chge. prod.; F. S. Baster, vice-pres., chge. engr.; Paul Rice, secy.; A. F. McDougald, sales mgr. (coach div.); Harold O. Hoffman, treas.; Joseph F. Adams, dir. of pur.; William B. Terveek, wks. mgr.; G. C. Frank, tech. asst. to pres.; Paul Gillan, chief engr. **Adv. Agcy.**—D'Arcy Adv. Agency, Cleveland, O. J. C. Toedtman, acct. exec.

WHITEHEAD STAMPING CO., 1665-7 W. Lafayette blvd., Detroit 16, Mich. Stampings, standard washers, special washers, "hindview" mirrors. J. F. Whitehead, pres.; T. C. Whitehead, vice-pres.; Geo. W. Schreck, secy.; James F. Whitehead Jr., treas.

WICO ELECTRIC CO., Phelon ave., West Springfield, Mass. Magnetos, cigarette lighters for automobiles, autostops. K. A. Harmon, pres.; E. H. Voorhees, vice-pres., chge. mfg.; H. M. Sauers, vice-pres., chge. sales; A. L. Browlee, vice-pres., chge. engrg.; A. R. Harmon, treas.; C. G. Waters, mfg. sales mgr.; C. L. Allen, trade sales mgr.; O. H. Tift, asst. trade sales mgr.; M. F. Allen, adv. serv. mgr.; A. L. Brownlee, chief engr.; D. B. Sistare, pur. agt.; L. A. Whiting, traffic mgr.; H. F. Burke, personnel mgr. **Adv. Agcy.**—Wilson, Haight & Welch, Hartford, Conn. Jarvis Mason, acct. exec.

WILBUR & WILLIAMS CO., THE, 130 Lincoln st., Boston 35 (Brighton), Mass. Specialized industrial paints and coatings; rust inhibitive, full rubber base and vinyl acid resistants. Merton E. Williams, pres.; Donald E. Wilbur, secy.-treas.; R. Earll Dudley, adv. mgr.; M. Guernsey, dir. of sales serv.; Geo. P. Allen, pur. agt. **Adv. Agcy.**—Daniel F. Sullivan Co., 216 Tremont st., Boston.

WILKENING MFG. CO., 2000 S. 71st st., Philadelphia 42, Pa. Piston rings, piston resizers, ring compressors, piston-pin removing tool, cylinder de-glazer, piston groove cleaner, lathes, gauges. F. W. Wilkening, pres.; W. S. Loeb, vice-pres.; W. E. Wilkening, vice-pres. in chge. of sales; H. E. Gerstley, vice-pres., treas.; D. A. Cowhig, vice-pres. and gen. mgr.; S. S. Evans, replacement sales mgr.; Walter A. Kirkpatrick, adv. and sales prom. and pub. rel. mgr.; Helmuth G. Broendel, chief engr.; F. Solis-Cohen, pur. agt. **Det. Rep.**—Thos W. Moss & Assoc., Penobscot Bldg. **Adv. Agcy.**—Gray & Rogers, Philadelphia 7, Pa. Sherman Landers, acct. exec.

WILLARD STORAGE BATTERY CO., 246-286 E. 131st st., Cleveland 1, O. Storage batteries, dry batteries, cables and cable accessories, battery service equipment. C. E. Murray, exec. vice-pres.; B. H. Shaffer, vice-pres., chge. mfg.; C. H. Gibney, vice-pres., secy.; H. A. Gardner, treas.; J. E. Hatfield, wks. mgr.; F. R. Somers, vice-pres., chge. sales; G. A. Borchik, replacement sales mgr.; H. E. Evans, mdse. mgr.; C. F. Oestermeyer, mgr. engr., sales; C. H. Endress, chief engr.; F. L. Kulow, pur. agt.; M. M. Twohig, traffic mgr.; E. M. Slonaker, mgr. rel. lines sales; J. C. VanAllen, mgr. mfgrs., sales. **Det. Rep.**—L. P. McCarthy, G. I. Lyman, 415 Curtis bldg., 2842 W. Grand blvd., Detroit. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland, O. R. E. Pfleger, acct. exec.

WILLEY'S CARBIDE TOOL CO., 1340 W. Vernor hwy., Detroit 1, Mich. Tungsten carbide tools of all kinds; special cutting tools; tungsten carbide tool grinders; diamond tools; wheel dressers. F. H. Willey, pres. and gen. mgr.; J. V. Rutten, vice-pres.; T. H. Goddard, secy.; S. D. Currier, works mgr.; Joe Kott, chief engr.; M. G. Rumora, pur. agt. **Det. Reps.**—R. Schulz and Henry Willey. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit, Mich. Rolfe C. Spinning, acct. exec.

WILLIAMSEN BODY & EQUIPMENT CO., 9th and Wall, Ogden, Utah. Commercial truck and trailer bodies and trailer chassis. Lorenzo C. Williamsen, pres.; L. Clair, Williamsen, vice-pres., chief engr.; Ronald E. Urry, secy.-treas., pur. agt.; Jack R. Williamsen, shop foreman; F. E. Stephens, sales mgr.

WILLYS-OVERLAND MOTORS, INC., Wolcott blvd., Toledo 1, O. Jeeps, 2 and 4-wheel drive station wagons and trucks, sedan deliveries, Jeepsters, fire engines. Ward M. Canady, pres., chmn. of bd.; Charles E. Sorenson, vice-chmn. of bd.; George W. Ritter, exec. vice-pres., gen. counsel; Raymond R. Rausch, vice-pres., exec. asst. to pres.; William E. Paris, vice-pres. chge. mfg.; Lyman W. Slack, vice-pres., chge. distr.; Delmar G. Roos, vice-pres., engrg. consultant; George L. Palmer, treas.; Milton McCreery, secy.; Marcel F. DeMuller, pres. Willys-Overland Export Corp.; S. G. Hawley, mgr. mfg.; W. S. Venn, gen. sales mgr.; Charles S. Dennison, asst. gen. sales mgr.; Harry L. Swan, adv. mgr.; E. L. Anderson, sales prom. mgr.; George H. Gruenwald, mdse. aids. mgr.; Robert Montgomery, gen. parts and serv. mgr.; D. T. Ellis, fleet and truck sales mgr.; John Stevenson, bus. mgt. mgr.; G. J. Edellstein, dir. pur.; C. R. Paton, dir. of engrg.; Walter F. Benning, chief engr.; Marden R. Bishop, dir. pub. rel.; E. J. Hingst, off. serv. mgr. **Adv. Agcy.**—Ewell & Thurber Assoc., Toledo 4, O. Hal Thurber and James A. McPhail, acct. exec.

WILSON CO., 959 Commonwealth ave., Boston, Mass. Sun visors, exhaust extensions, license plate brackets, port grilles, Glow-Trim, name plates. William B. Sandler, pres., sales mgr.

WILSON, K. R., 215-217 Main st., Buf-

(Continued on Page 207)

NEW MONEY-MAKER

for service stations, tire shops, auto accessories stores—this slick, quick way to keep white sidewalls *white*. Specially treated (the cleaner is in the pad), this new steel-wool cleaning pad leaves no stain, restores whiteness, won't harm rubber. (Large bulk package for wash racks). If your jobber can't supply you, order from: Las-Stik Mfg. Co., Hamilton, Ohio.

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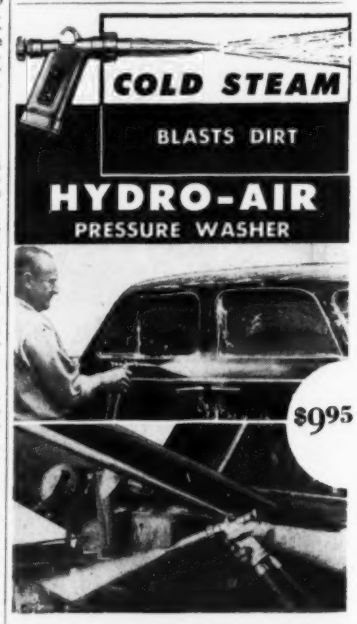
CLEANING PADS
for White Side Wall Tires



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A 15-MINUTE CAR WASH

CLEAN MOTORS AND PARTS

If your jobber cannot supply you, we will send you one direct, postpaid.

D & M PRODUCTS, INC.

30 N. Raymond St., Pasadena 1, Calif.

McQUAY-NORRIS

LEAK-PROOF

PISTON RINGS

FOR YOUR CAR

Who's Who in Auto Industry

(Continued from Page 206)

falo 3, N. Y. Automotive service tools and shop equipment; hand, air, motor-driven hydraulic presses; industrial power units and electric plants. Frank C. Wilson, gen. mgr.; C. Merle Newman, wks. mgr.; Donald D. Gulling, gen. sales mgr.; D. F. Lindgren, adv. mgr.; Grant F. Silliman, chief engr.; Wm. F. Bensman, pur. agt.; Charles H. Reeser, bus. mgt. dir.; A. B. Eddy, traffic mgr. **Adv. Agcy.**—H. J. Weil, Inc., Buffalo, N. Y. James Wells, acct. exec.

WILTON WOOLEN CO., Wilton, Me. Sidewall cloth for automobiles. Earl B. Foss, pres., gen. mgr., pur. agt.; Chas. C. Sweet, vice-pres.; C. Francis Egan, secy.; Roy P. Gifford, treas.; Chas. C. Sweet, C. Francis Egan and M. Parker Abbott, works mgrs.; E. J. Ewing, New Center Bldg., Detroit, sales mgr. **Det. Rep.**—Edward J. Ewing, 424 New Center Bldg., Detroit, Mich.

WISCONSIN MACHINERY & MFG. CO., 6048 W. Beloit rd., Milwaukee 14, Wis. Pistons (alum. and iron), sleeves (liners), sleeve assemblies. L. E. Vogel, pres., treas., gen. mgr.; O. W. Brown, vice-pres., sales mgr.; D. B. Kuenzli, secy., pur. agt.; P. Schreck, wks. mgr. **Det. Rep.**—R. Talbott.

WITCO CHEMICAL CO., 75 E. Wacker dr., Chicago 1, Ill. Witcote No. 4 undercoating, vibration dampeners, protective coatings. R. I. Wishnick, pres.; William Wishnick, secy.; F. C. Wissemann, treas.; P. A. Richardson, sales mgr. (automotive div.); A. W. Seipp, asst. sales mgr. automotive div.); W. F. Twombly, adv. mgr. **Adv. Agcy.**—Fensholt Co., Chicago, Ill. W. A. Weld, acct. exec.

WIX ACCESSORIES CORP., Gastonia, N. C. Oil filters, replacement cartridges (automotive and industrial). A. H. Sims, pres.; L. G. Alexander, exec. vice-pres.; W. S. Barfield jr., vice-pres. and treas.; P. G. Crawshaw, vice-pres., sales; R. W. Owen, asst. sales mgr.; Arthur Hull-Ryde, vice-pres., sales mgr.; P. L. Francois, equip. sales rep.; M. L. Clabaugh, mgr. ind. div. **Adv. Agcy.**—Humbert & Jones, New York, N. Y.

WOHLERT CORP., 708 E. Grand River, P.O. Box 1109, Lansing 5, Mich. Flywheel starter gears, water and oil pumps, clutch parts, tie rod ends, king bolts, miscellaneous automotive parts. Walter F. Patenge, pres., gen. sales and adv. mgr.; Harry D. Hubbard, secy., treas.; Jud L. Hopkins, works mgr.; Arthur G. Reiser, chief engr.; A. A. Nelson, pur. agt. **Adv. Agcy.**—Harry Deady, Lansing, Mich.

WOLF CO., JOHN E., Home State Life bldg., Oklahoma City 3, Okla. The Wolf plan of service merchandising. John E. Wolf, pres.; J. C. Holman, vice-pres.; J. C. Geary, dealer relations.

WOLF'S HEAD OIL REFINING CO., INC., Fair bldg., Oil City, Pa. Wolf's Head motor oil and lubes, Pennsylvania lubricating oils, white crude scale wax, gasoline, kerosene, fuel oil. A. W. Scott, pres.; W. B. Smith, wks. mgr.; O. P. Keeney, refinery supt.; W. J. Scott, pur. agt.; L. R. Cavanaugh, traffic mgr. **Adv. Agcy.**—Aitkin-Kynett Co., Philadelphia, Pa.

WOLFER CORP., 3723 Wilshire blvd., Los Angeles 5, Calif. CH-4150 Wolfer clean oil valve filter for Chevrolet engine 1941-1951 models. Elmer J. Wolfer, pres.; Walter R. Stafford, vice-pres.; Charles A. Colbert, secy.; Joseph E. Kohout, sales mgr. **Adv. Agcy.**—Wolfer-Douglass-Bennington, Los Angeles, Calif. L. A. Young, acct. exec.

WOOD CO., JOHN, Bennett Pump Div., Muskegon, Mich. Gasoline pumps, barrel pumps, grease dispensers, oil dispensing equipment, tireflators, hose reels. J. B. Balmer, pres.; A. F. Jordan, vice-pres. and dir. of sales; H. J. Wesley, secy.-treas.; L. A. Prescott, vice-pres., mgr. (Muskegon plant); S. K. Makemson, gen. sales mgr.; A. C. Raschke, G. M. Bennett, asst. sales mgrs.; G. E. Woolfsen, adv. and sales prom. mgr.; W. M. Hoxie, serv. mgr.; D. B. Converse, chief engr.; R. L. Borgeson, pur. agt.; H. C. Stamer, traffic mgr. **Det. Rep.**—T. G. Downey, 7310 Grand River ave., Detroit, Mich. **Adv. Agcy.**—Morey, Humm and Johnstone, Inc., 350 Fifth ave., N. Y. 1, N. Y.

WOODALL INDUSTRIES, INC., 7565 E. McNichols rd., Detroit 34, Mich. Body trim panels, body insulations, formed fiber parts, visors, leather grained fiberboards, trim and insulating assemblies. H. J. Woodall, pres.; M. E. Griffin, secy. and treas.; C. B. Johnson, exec. vice-pres.; W. F. Skinner, G. E. Kasch, sales mgrs.; R. T. B. Peirce, F. L. Chadwick, asst. sales mgrs.; J. W. Greig, chief engr.; G. K. Geisbuhler, pur. agt.; Norman Krause, asst. pur. agt.; Ross McCann, traffic mgr.

WOODWORTH SPECIALTIES CORP., 182 Broad ave., Binghamton, N. Y. Bumper jacks, tire chains, emergency chains, spring clips (passenger car), indicator calipers, wire forms, sheet metal stampings. C. B. Woodworth, pres., gen., sales, adv. and sales prom. mgr., pur. agt., bus. mgt. dir.; R. A. Woodworth, vice-pres., works mgr., chief engr.; R. R. Woodworth, secy., asst. sales and traffic mgr.; C. B. Woodworth jr., treas.

WOOSTER RUBBER CO., Bowman st., Wooster, O. Automobile rugs. James R. Caldwell, pres. and gen. mgr.; Donald E. Noble, secy. and treas.; J. Robert S. Conybeare, gen. sales mgr.; Rodney Hazlett, automotive sales mgr.; Guilford G. Johnson, adv. mgr.; Ralph Wile, serv. mgr.; Leland B. Hart, chief engr.; Ray A. Griffith, pur. agt.; Edward J. Stefanski, traffic mgr. **Adv. Agcy.**—McDaniel, Fisher, Spelman, Akron, O. Loos, acct. exec.

WORLD BESTOS, P. O. Box 233, New Castle, Ind. Brake linings, rolls, sets, blocks, clutch facings. D. H. Spicer, pres., gen. mgr.; William Nanfeldt, vice-pres.; L. G. Kersgard, asst. to pres.; H. Sorensen, pur. agt.; W. H. Rogge, mgr. repl. sales. **Det. Rep.**—(Original Equipment)—Homer Sisson, 1405 Henry st., Detroit, Mich. **Adv. Agcy.**—La-Grange & Garrison, Inc., Indianapolis, Ind. R. W. Garrison, acct. exec.

WORMAN, INC., LAUREL C., 1511 Madison ave. and 1621 Madison ave., Toledo 1, O. L. C. Worman, pres., treas., pub. rel. mgr.; L. J. Vinings, vice-pres. and gen. mgr. Jee-Cab div.; Ruth W. Worman, secy.; J. Oliver Pore, gen. mgr. Willys div.; R. J. Krugh, gen. mgr. Packard div.; R. D. Tallman, sales mgr. Packard div.; Robert Waltersheld, sales mgr. Willys div.; Charles Bowles, Louis Hirth, parts and service mgrs.

WORTHINGTON PUMP AND MACHINERY CORP., Harrison, N. J. Balanced angle vertical compressors. H. C. Ramsey, pres.; E. J. Schwanhausser, exec. vice-pres.; W. H. Feldmann, vice-pres., chge. sales; H. A. Feldbush, vice-pres. engrg.; J. J. Summersby, vice-pres. pur.; R. E. Marshall, secy.; H. A. Bellows, treas.; E. J. Tribble, wks. mgr.; T. J. Kehane, sales mgr.; J. O. Glenn, mgr. mdse. div.; R. P. March, adv. mgr.; L. Gardner, asst. mdse. div.; W. J. Denholm, serv. mgr.; F. W. Thomas, gen. mgr. pur.; R. Travisano, traffic mgr. **Det. Rep.**—C. S. Wentworth, 2824 E. Grand blvd., Detroit 11. **Adv. Agcy.**—James Thomas Chirurg Co., Inc., Boston, Mass., and New York, N. Y. Bayard Allis, acct. exec. (N. Y. C.).

WRIGHT HOIST DIV., American Chain & Cable Co., Inc., York Pa. Hand-operated and electric hoists, overhead traveling cranes, hydraulic presses, floor cranes. W. F. Wheeler, pres.; C. N. Johns (N.Y.), A. P. Hall (N.Y.), W. D. Kirkpatrick (York, Pa.), vice-presidents; A. C. Laske (Bridgeport), secy.; Stanley Mann (Bridgeport, Conn.), treas.; S. J. Woodworth (York, Pa.), sales mgr.; E. V. Creagh (Bridgeport, Conn.), adv. mgr. **Adv. Agcy.** — Reincke, Meyer & Finn, Chicago 11, Ill. Wallace Meyer, acct. exec.

WUDEL MFG. CO., EDMUND J., 6082 Ferguson dr., Los Angeles 22, Calif. Spark plug cleaners, spark plug testers, fan wrenches for servicing water pump, socket and screw driver holders, knock-free grease tool, Wrist pin vis, piston ring tool, Crisilite (Abrasive) for spark plug cleaning. For all makes of cleaners. Edmund J. Wudel, owner; Ruth Wudel, secy., treas.

WYZENBEEK & STAFF, INC., 838 W. Hubbard, Chicago 22, Ill. Flexible shafts and shaft machines, polishers, flexible shaft sanders, speed saws, hole cutters, wear test meter. A Wyzenbeek, pres.; W. D. Mishler, secy., gen. sales mgr. and adv. mgr.; John Harder, wks. and serv. mgr.; W. Sheppard, pur. agt.

X

"X" LABORATORIES, INC., 25 W. 45th st., New York 19, N. Y. Radiator maintenance items and car washes: "X" Rust off and "X" Karwash. E. R. Tolfree, pres.; L. Costabile, secy.-treas.; Edgar S. Giles, pur. agt.; George I. Klem, sales mgr. **Adv. Agcy.**—Humbert S. Jones, New York, N. Y. Ralph Jones, acct. exec.

Y

YANKEE METAL PRODUCTS CORP., 25 Grand st., Norwalk, Conn. All lighting equipment for cars and trucks, mirrors, fire extinguishers, directional signals, oil flares, etc. Benjamin Putterman, pres.; Harold Putterman, vice-pres., treas.; Milton Putterman, secy., adv. and sales prom. mgr.; Beadye Emmer, asst. sales mgr.; Edward Lippman, asst. sales mgr.; Irving Fass, pur. agt. **Det. Rep.**—Leon C. Greene, 710 S. Webster, Jackson, Mich. **Adv. Agcy.**—Reiss Advertising, New York, N. Y. B. M. Reiss, acct. exec.

YOUNG RADIATOR CO., 709 S. Marquette st., Racine, Wis. Radiators, coolers, heaters, engine jacket water coolers, evaporators, condensers, evaporative condensers and coolers, unit heaters, convector radiators, oil coolers, intercoolers. F. M. Young, pres. and gen. mgr.; J. J. Hilt, vice-pres.; W. H. Schleck, secy.-treas.; L. C. Pfost, wks. mgr.; K. E. Yeager, supt. chge. prod.; W. G. Schlichting, sales mgr.; H. J. Kinkade, sales mgr. (oil field and heavy equip.); H. F. Brinen, chief research engr.; W. V. Astrup, chief engr.; W. E. Becker, pur. agt.; D. V. Coon, adv. mgr.; Clarence LaMere, serv. mgr. **Det. Rep.**—W. J. Hacht & Assoc., 919 S. Main st., Royal Oak, Mich., Tel. Lincoln 4-0033. **Adv. Agcy.**—Western Adv. Agency, Racine, Wis.

YOUNG SPRING & WIRE CORP., L. A., 9200 Russell st., Detroit 11, Mich. Automobile cushions and back springs; mechanical springs; wire shapes and forms; metal garnish mouldings; instrument boards. Grant L. Cook, chmn. of the bd. N. D. Ely, pres.; T. Couper, vice-pres., sales and adv. mgr.; A. W. Ackerman, secy. and treas.; G. P. Nelson, chief engr.; G. L. Ouellette, pur. agt.; W. A. Hower, traffic mgr. **Adv. Agcy.**—Zimmer-Keller, Inc., Detroit, Mich. Warren H. Chittenden, acct. exec.

Z

ZAIGER CORP., THE, 589 Essex st., Lynn, Mass. Windshield wiper blades, windshield wiper arms, automotive switches, windshield (electric) defrosters. Max Zaiger, pres., treas.; Albert Zaiger, sales mgr.; I. Nesson, chief engr.; R. L. Kline, purchasing. **Det. Rep.**—Stearns-Nettle Co., 6432 Cass ave., Detroit 2, Mich.

ZENITH CARBURETOR DIV., Bendix Aviation Corp., 696 Hart ave., Detroit 14, Mich. Carburetors, governors, fuel filters. G. C. Fricke, gen. mgr.; H. E. Winter, works mgr.; Fred E. Williams, sales and adv. mgr.; H. B. Steele, asst. sales mgr.; Karl F. Deck, serv. mgr.; E. M. Bimberg, chief engr.; G. I. Udell, pur. agt.; Robt. Sawyer, traffic mgr. **Adv. Agcy.**—MacManus, John & Adams, Detroit, Mich.

ZINK CORP., HOWARD, Jackson and Lynn sts., Fremont, O. Seat covers, truck seat covers, bicycle seat covers, saddle bags, auto body hardware, trimming supplies, decalcomania transfers. Howard E. Zink, pres. and gen. mgr.; C. M. Werling, J. D. Zink, vice-presidents; W. A. Zink, secy., sales and sales prom. mgr.; N. S. House, treas.; L. V. Boyer, works mgr.; Miss Jean Youngleve, adv. mgr.; R. J. Beeker, asst. gen. sales mgr.; C. L. Cole, pur. agt.; C. J. Leins, asst. pur. agt.; M. Hoffman, traffic mgr.; E. Hausman, pub. rel. mgr. **Det. Rep.**—P. J. Hough, 3391 Sherbourne rd., Detroit 21, Mich. **Adv. Agcy.**—Blace Adv. Agency, Toledo, O. Less Crowl, acct. exec.

ZOERMAN-CLARK MFG. CO., INC., 626 N. Mechanic st., Jackson, Mich. Reamers Pullers, screwdrivers, pliers, hammers, flaring dies. R. L. Franzted, pres. treas.

$1,479,471,000 in Federal Excise Taxes Paid by Motorists in 1950‡

	Gasoline	Lubricating Oil	Automobiles and Motorcycles	Trucks, Buses and Trailers	Parts and Accessories	Tires and Tubes	Total
	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars
1917	.....	.....	.....	.....	.....	.....	5,276
1918	.....	.....	.....	.....	.....	.....	45,564
1919	.....	.....	.....	.....	.....	.....	89,592
1920	.....	.....	.....	.....	.....	.....	149,194
1921	.....	.....	.....	.....	.....	.....	99,967
1922	.....	.....	.....	.....	.....	.....	114,793
1923	.....	.....	.....	.....	.....	.....	155,797
1924	.....	.....	.....	.....	.....	.....	139,201
1925	.....	.....	.....	.....	.....	.....	143,431
1926	.....	.....	.....	.....	.....	.....	96,256
1927	.....	.....	.....	.....	.....	.....	60,504
1928*	.....	.....	.....	.....	.....	.....	28,222
1932**	56,870	4,099	4,222	720	1,900	7,545	75,356
1933	163,919	12,928	22,476	3,047	4,443	23,836	230,649
1934	153,949	14,409	31,534	5,261	5,886	24,704	235,743
1935	155,898	16,715	42,263	6,674	7,019	28,102	256,671
1936	168,820	16,812	56,476	8,044	8,748	38,242	297,142
1937	183,738	19,535	64,722	8,812	9,620	40,088	326,515
1938	181,797	17,687	29,405	5,230	7,068	26,772	267,959
1939	198,410	17,306	51,063	7,145	8,957	41,131	324,012
1940	258,632	19,965	71,275	9,285	12,147	45,091	416,395
1941	341,187	25,434	101,464	14,253	18,562	71,858	572,758
1942	300,317	23,882	26,890	13,329	26,121	25,357	415,896
1943	228,453	22,845	1,087	1,798	25,064	31,948	311,195
1944	236,587	24,645	1,560	10,120	37,400	47,731	358,043
1945	275,745	26,719	4,665	11,807	48,700	64,825	432,461
1946	369,346	34,199	111,659	42,518	81,111	158,724	797,557
1947	400,031	35,090	244,332	74,969	114,888	170,061	1,039,371
1948	431,778	35,982	274,728	132,764	123,936	155,182	1,154,370
1949	459,856	38,321	448,193	110,238	94,064	129,991	1,280,663
1950†	509,466	42,163	562,029	113,237	88,226	164,350	1,479,471

‡The highway-user portion of total taxes paid was estimated by the Bureau of Public Roads, based on U. S. Bureau of Internal Revenue collections. Amounts paid on U. S. Government purchases, as estimated by the Bureau of Public Roads, have been excluded. Total collections from these taxes are given in Table E-3A. *In 1928, taxes were imposed only during the five months ended May 29. **In 1932, taxes were imposed only during the six months beginning July 1. †Preliminary estimates. Source: U. S. Department of Commerce.

1950 Federal Excise Taxes Paid by Highway Users by States‡

STATE	Gasoline	Lubricating Oil	Motor Vehicles and Parts: Automobiles and Motorcycles	Motor Vehicles and Parts: Trucks, Buses, and Trailers	Motor Vehicles and Parts: Parts and Accessories	Motor Vehicles and Parts: Tires and Tubes	Motor Vehicles and Parts: Total	Total Excise Taxes
	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars	1,000 Dollars
Alabama	7,363	609	7,027	2,493	1,275	2,375	13,170	21,142
Arizona	3,129	259	2,359	691	542	1,009	4,601	7,989
Arkansas	4,865	403	4,173	2,384	843	1,569	8,969	14,237
California	45,292	3,748	46,162	6,600	7,843	14,611	75,216	124,256
Colorado	5,088	421	5,234	1,495	881	1,641	9,251	14,760
Connecticut	6,910	572	7,643	910	1,197	2,229	11,979	19,461
Delaware	1,291	107	1,547	304	224	417	2,492	3,890
Florida	10,158	841	10,378	2,443	1,759	3,277	17,857	28,856
Georgia	10,045	831	10,113	3,312	1,739	3,240	18,404	29,280
Idaho	2,469	204	2,428	830	428	796	4,482	7,155
Illinois	29,457	2,438	37,096	5,016	5,101	9,503	56,716	88,611
Indiana	15,387	1,273	17,763	3,212	2,665	4,964	28,604	45,264
Iowa	10,546	873	11,373	2,744	1,826	3,402	19,345	30,764
Kansas	8,139	674	8,129	2,138	1,409	2,625	14,301	23,114
Kentucky	7,767	643	7,004	2,406	1,345	2,505	13,260	21,670
Louisiana	7,042	583	7,211	2,036	1,219	2,272	12,738	20,363
Maine	2,986	247	2,590	696	517	963	4,766	7,999
Maryland	7,054	584	8,276	1,242	1,222	2,276	13,016	20,654
Massachusetts	13,517	1,119	14,809	1,809	2,341	4,361	23,320	37,956
Michigan	23,969	1,984	38,201	4,676	4,151	7,732	54,760	80,713
Minnesota	10,512	870	13,600	2,628	1,820	3,391	21,439	32,821
Mississippi	5,814	481	4,510	2,120	1,007	1,875	9,512	15,807
Missouri	15,191	1,257	15,482	3,819	2,631	4,901	26,833	43,281
Montana	2,492	206	2,774	1,000	432	804	5,010	7,708
Nebraska	5,570	461	6,035	1,794	964	1,797	10,590	16,621
Nevada	1,038	86	681	176	180	335	1,372	2,496
New Hampshire	1,826	151	1,700	368	316	589	2,973	4,950
New Jersey	17,804	1,473	18,712	2,726	3,083	5,744	30,265	49,542
New Mexico	2,964	245	2,068	871	513	956	4,408	7,617
New York	35,237	2,916	48,133	5,720	6,102	11,367	71,322	109,475
North Carolina	12,236	1,013	10,606	3,158	2,119	3,947	19,830	33,079
North Dakota	2,537	210	2,446	755	439	819	4,459	7,206
Ohio	29,438	2,436	34,479	5,220	5,098	9,496	54,293	86,167
Oklahoma	7,946	658	8,042	2,705	1,376	2,563	14,686	23,290
Oregon	6,739	558	6,415	1,507	1,167	2,174	11,263	18,560
Pennsylvania	30,446	2,520	38,620	6,084	5,272	9,822	59,798	92,764
Rhode Island	2,286	189	2,919	378	396	738	4,431	6,906
South Carolina	5,927	490	5,155	1,378	1,026	1,912	9,471	15,888
South Dakota	2,592	214	2,500	744	449	836	4,529	7,335
Tennessee	8,995	744	9,334	3,294	1,558	2,902	17,088	26,827
Texas	33,005	2,731	32,496	9,803	5,716	10,647	58,662	94,399
Utah	2,709	224	2,456	620	469	874	4,419	7,352
Vermont	1,338	111	1,203	297	232	432	2,164	3,613
Virginia	10,786	893	11,619	2,429	1,868	3,480	19,396	31,075
Washington	8,685	719	8,084	1,504	1,504	2,802	13,894	23,298
West Virginia	5,100	422	4,067	1,144	883	1,645	7,739	13,261
Wisconsin	11,997	993	13,419	2,482	2,078	3,870	21,849	34,839
Wyoming	1,705	141	1,581	587	295	550	3,013	4,859
Dist. of Columbia	2,797	231	2,971	308	484	902	4,665	7,693
Continental U. S.	508,186	42,057	561,623	113,056	88,004	163,937	926,620	1,476,863
Alaska	166	14	74	57	29	54	214	394
Hawaii	1,114	92	332	124	193	359	1,008	2,214
TOTAL	509,466	42,163	562,029	113,237	88,226	164,350	927,842	1,479,471

‡Both the highway-user portion of total taxes paid and the distribution by states were estimated by the Bureau of Public Roads, based on U. S. Bureau of Internal Revenue collections. Amounts paid on U. S. Government purchases, as estimated by the Bureau of Public Roads, have been excluded. Source: U. S. Department of Commerce

Milestones in the Development of Transportation

No one has successfully written the complete chronology of transportation. Many have tried. But when you consider that to start such a task you have to go back to the alleged first steam engine built by Hero of Alexandria in 130 B.C., you have an appreciation of the amount of ground to be covered. Automotive News hopes this yearly compendium may help.

130 B. C.

Hero of Alexandria built first steam engine of record.

1250 A. D.

Roger Bacon prophesied the coming of horseless carriages. Grand Canal of China constructed.

1487

Lock canal constructed at Milan, Italy, on Leonardo da Vinci's plan. His geared wheel belongs to a slightly earlier period.

1560

"Carriages without horses shall go"—prophecy of Mother Shipton.

1619

English patent granted to Ramsay and Wildgoose for "drawing carts without horses."

1644

Jean Theson granted a French patent on horseless carriage propelled by two seated men.

1649

Hutsch in Germany and Richard in France made autocars propelled by passengers.

1655

Fr. Verbiest in China applied steam to propulsion of a carriage, by applying a steam jet to a small windmill mounted on wheels.

1689

Model steam engine produced on lines suggested by Sir Isaac Newton; resembled Hero's in principle.

1690

Denis Papin invented earliest piston-and-cylinder steam engine; applied this to a carriage and made it move.

1695

Sir Humphrey Mackworth applied sails to his wagons on the trainway at his colliery at Neath, South Wales.

1748

Vaucanson drove before Louis XV a carriage propelled by clockwork springs.

Benjamin Franklin's successful electrical jump-spark experiment.

1769

Capt. Nicholas Joseph Cugnot built a steam tractor for French artillery use, the first self-propelled vehicle constructed for definite use as contrasted with experimentation.

James Watt patented, after experiments beginning in 1764, his separate condenser for steam engines, and other improvements increasing the effectiveness of steam power.

1784

William Murdock, associate of Watt, successfully tested a small steam carriage now in the British Museum.

1787

Oliver Evans secured right to use Maryland roads for a steam carriage.

1789

Nathan Read drove a paddlewheel steamboat at Danvers, Mass.

Oliver Evans took out first American patent on a self-propelled road vehicle. Patent issued by State of Maryland.

1800

Sir George Medhurst patented an explosive (gunpowder) engine and proposed to apply this to a carriage.

1801-02

Richard Trevithick built and drove successfully a steam engine (London, England).

1807

Fulton's Clermont, paddle-wheel steamship, began to ply between New York and Albany.

1818

Rudolph Ackerman patented in England a tangential steering device originated in Munich by George Lankensperger, the first to work the modern principle of rounding corners.

1820

Farish and Cecil built explosion engines using hydrogen gas.

1821

Julius Griffiths of England patented a steam carriage, which was well constructed by the famous mechanic, Bramah.

1824

W. H. James produced his first steam carriage, which aroused wide interest in the mechanical world.

Burstall and Hill's steam "drag."

1825

Two American steam carriages appeared, one by T. W. Walker, in Edgar County, Ill., and one in Springfield, Mass., by Thos. Blanchard, who received the endorsement of the Massachusetts Legislature.

London amazed by a carriage drawn by kites.

1827

England entered actively into the building of steam carriages, with Walter Hancock and Sir Goldsworthy Gurney leading. Hancock is credited with being the first to use chain transmission and to make tight metallic joints capable of withstanding high steam pressures.

1829

First successful use of planet gearing—Paris.

First locomotives imported into United States.

1831

Select committee of British Commons held hearings to review the progress of mechanical transport; decided steam carriages were not harmful to roads. Nevertheless, power vehicles were discriminated against for the next 60 years in England.

First railway locomotive built in United States.

1833

Richard Roberts of Manchester, England, applied differential gearing to a steam carriage.

1835

Dietz credited with being the first to use solid India rubber tires.

Comte d'Asda drove a Maceroni and Squire steam carriage from Brussels to Paris.

1839

Robert Anderson of Aberdeen, Scotland, drove a carriage powered by a primitive electric motor. The first electric carriage.

1841

First tractor, or steam "cart horse," by William Worby of England, appeared.

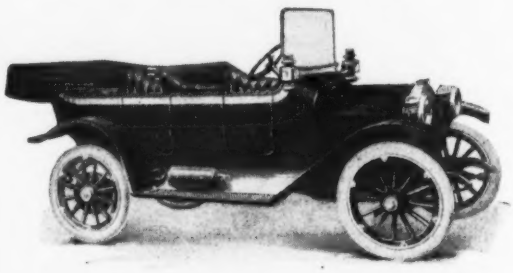
F. Hill's steam carriage did 25 miles per hour and covered 128 miles in one day over heavy roads.

1844

S. Perry patented air and water cooled engines; tube ignition.

(Continued on Page 210)

WAY BACK IN 1911



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Official Results—1951 Mobilgas Grand Canyon Economy Run

Total of 840 Miles — Los Angeles to Grand Canyon via Las Vegas

[AAA SANCTION NO. 2-R-51]

PRICE DIVISION	CLASS PLACE	CAR	ENTERED BY	DRIVER	TON MILES	TON MILES PER GAL.	MILES PER GAL.	MPH
CLASS "A" $1400 to $1750	1st	FORD EIGHT	So. Calif. Ford Dealers, Los Angeles	Alt Cottle	1764.105	54.587	25.994	40.570
	2nd	STUDEBAKER CHAMPION	Studebaker L.A. Metro. Dealers Assn., Los Angeles	Victor J. DelComa	1596.095	54.381	28.621	40.474
	3rd	FORD SIX	Al Stuebing Ford Co., Hollywood	Art Renee	1745.204	53.838	25.915	40.288
	4th	PLYMOUTH CRANBROOK	Art Frost, Inc., Glendale	Edward Bishop	1751.504	47.934	22.990	40.627
	5th	CHEVROLET STYLELINE	So. Calif. Plating Co., Los Angeles	Pete Novotny	1751.504	45.956	22.041	40.475
CLASS "B" $1751 to $1950	1st	STUDEBAKER COMMANDER	Studebaker L.A. Metro. Dealers Assn., Los Angeles	Stanley Van Horn	1745.204	58.173	28.001	40.465
	2nd	NASH STATESMAN	Nash Motors Div., Nash-Kelvinator Corp., Los Angeles	Andy Henderson	1692.701	52.637	26.122	40.338
CLASS "C" $1951 to $2175	1st	MERCURY	Art Hall, Inc., Long Beach	Bill Stroppe	1938.415	59.868	25.945	40.316
	2nd	STUDEBAKER LAND CRUISER	Studebaker L.A. Metro. Dealers Assn., Los Angeles	Bill Heinberger	1785.106	58.744	27.644	40.240
	3rd	NASH AMBASSADOR	Nash Motors Div., Nash-Kelvinator Corp., Los Angeles	James A. Fosdick	1888.012	58.268	25.926	40.487
	4th	KAISER	De Paolo Car Co., Glendale	Art Elliot	1791.407	52.828	24.773	40.800
	5th	DE SOTO DELUXE	DeSoto Dealers of So. Calif., Los Angeles	Elmer Johnson	1986.718	51.135	21.622	40.319
CLASS "D" $2176 to $2450	1st	PACKARD "200"	Earle C. Anthony, Inc., Los Angeles	H. Michelson	2022.420	53.020	22.023	40.595
	2nd	CHRYSLER WINDSOR	Paul Bobst Co., Hollywood	Walter Nelson	2102.225	52.268	20.886	40.568
	3rd	DE SOTO CUSTOM	DeSoto Dealers of So. Calif., Los Angeles	Bill Murphy	2014.020	47.760	19.921	40.601
	4th	HUSON COMMODORE SIX	Storey-Ricketts, Long Beach	Joseph A. Ricketts	2003.519	46.723	19.590	40.583
CLASS "E" $2451 to $2700	1st	LINCOLN	Bob Estes, Inglewood	Les Viland	2194.631	66.484	25.448	40.487
	2nd	HUDSON HORNET SIX	Hart Fullerton, Santa Monica	Hart Fullerton	1997.219	53.785	22.623	40.565
CLASS "F" $2701 to $3000	1st	CADILLAC "61"	Jack Symes Motors, Inc., Pasadena	J. E. Woodruff	2146.328	55.492	21.719	40.488
	2nd	PACKARD "300"	Earle C. Anthony, Inc., Los Angeles	William Parkinson	2093.825	52.196	20.941	41.414
CLASS "G" $3001 to $3300	1st	CHRYSLER IMPERIAL	Lloyd Gregg, Inc., North Hollywood	Melvin G. Lewis	2358.446	59.457	21.178	40.765
	2nd	CADILLAC "62"	Ridings Motors (Corp.), Long Beach	Rod Wilcoxin	2200.931	56.412	21.531	40.329
	3rd	LINCOLN COSMOPOLITAN	Deston Motor Co., Beverly Hills	Charles Nelson	2335.339	47.601	17.123	40.899
CLASS "H" $3301 to $4000	1st	CADILLAC "60' SPECIAL	Ridings Motors (Corp.), Long Beach	Bud Ridings	2247.134	58.795	21.979	40.395
CLASS "I" $4001 to $6000	1st	CHRYSLER CROWN IMPERIAL LIMOUSINE	Andrew J. Crevolin, Alhambra	Bob Burns	2767.965	63.289	19.208	40.265
	2nd	CADILLAC "75"	Clarence Dixon Cadillac, Inc., Hollywood	Willard B. McArthy	2473.947	58.513	19.869	40.474
Special 4-cylinder Lightweight	1st	HENRY J	De Paolo Car Co., Glendale	Arne Andreson	1371.382	49.153	30.109	41.701
	2nd	WILLYS JEEPSTER	Willys-Overland Motors, Inc., L.A.	Don Kenower	1446.986	46.110	26.769	40.741
Special 6-cylinder Lightweight	1st	NASH RAMBLER	Nash Motors Div., Nash-Kelvinator Corp., Los Angeles	Pierce J. Venable	1446.986	53.489	31.053	41.132
	2nd	PLYMOUTH CONCORD	Greene-Haldeman, Los Angeles	Lee Winchester	1703.201	48.954	24.145	40.697
	3rd	HENRY J	De Paolo Car Co., Glendale	Woodward S. Bell	1407.084	48.340	28.860	40.680
	4th	WILLYS JEEPSTER	Willys-Overland Motors, Inc., L.A.	Wayne Burdick	1455.387	43.266	24.973	40.542
				AVERAGE ALL CARS	1913.279	53.420	23.923	40.600
			SWEEPSTAKES CHAMPION—LINCOLN SEDAN		2194.631	66.484	25.448	40.487

Title, License Plate, Sales and Use Tax Information Pertaining to Motor Vehicles in Various States

STATE	Certificate of Title	Disposition of License Plates	Sales Tax	Use Tax on Out of State New Car Purchase
Alabama	No	Accompany Vehicle	½ of 1%	½ of 1%
Arizona	Yes	Accompany Vehicle	2%	None
Arkansas	Yes	Accompany Vehicle	2%	2%
California	Yes	Accompany Vehicle	3%	3%
Colorado	Yes	Retained by Seller	2%	2%
Connecticut	No	Cancelled by Sale	2%	2%
Delaware	Yes	Accompany Vehicle	None	None
District of Columbia	Yes	Retained by Seller	Excise 2%	Excise 2½
Florida	Yes	Accompany Vehicle	On Accessories	None
Georgia	No	Accompany Vehicle	None	None
Idaho	Yes	Accompany Vehicle	None	None
Illinois	Yes	Retained by Seller	2%	None
Indiana	Yes	Retained by Seller	None	None
Iowa	No	Accompany Vehicle	Use 2%	2%*
Kansas	Yes	Retained by Seller	2%	2%*
Kentucky	No	Accompany Vehicle	Use 3%	3%
Louisiana	Yes	Accompany Vehicle	2%	2%*
Maine	No	Retained by Seller	None	Excise
Maryland	Yes	Retained by Seller	Excise 2%	Excise 2%
Massachusetts	No	Retained by Seller	None	None
Michigan	Yes	Accompany Vehicle	3%	3%*
Minnesota	No	Accompany Vehicle	None	None
Mississippi	No	Accompany Vehicle	2%	2%
Missouri	Yes	Retained by Seller	2%	2%
Montana	Yes	Accompany Vehicle	None	None
Nebraska	Yes	Retained by Seller	None	None
Nevada	Yes	Accompany Vehicle	None	None
New Hampshire	No	Retained by Seller	None	None
New Jersey	Yes	Retained by Seller	None	None
New Mexico	Yes	Accompany Vehicle	2%	1%*
New York	No	Retained by Seller	None	None
North Carolina	Yes	Accompany Vehicle	3% (Max. $15)	3% (Max. $15)
North Dakota	Yes	Accompany Vehicle	2%	2%
Ohio	Yes	Retained by Seller	3%	3%
Oklahoma	Yes	Accompany Vehicle	Excise 2%	Excise 2%
Oregon	Yes	Accompany Vehicle	None	None
Pennsylvania	Yes	Retained by Seller	None	None
Rhode Island	No	Retained by Seller	1%	1%
South Carolina	No	Accompany Vehicle	None	None
South Dakota	Yes	Accompany Vehicle	3%	3%
Tennessee	No	Accompany Vehicle	2%	None
Texas	Yes	Accompany Vehicle	1 1/10 %	1 1/10 %
Utah	Yes	Cancelled by Sale	2%	2%
Vermont	No	Retained by Seller	None	None
Virginia	Yes	Retained by Seller	None	None
Washington	Yes	Accompany Vehicle	3%	2%
West Virginia	Yes	Retained by Seller	Privilege 2%	Privilege 2%
Wisconsin	Yes	Retained by Seller	None	None
Wyoming	Yes	Retained by Seller	2%	2%

*Use Tax not required if equivalent Sales Tax was paid in State of Purchase.

Compiled by the Chicago Automobile Trade Association

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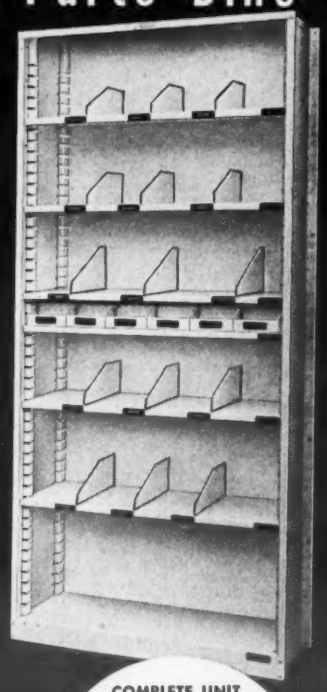

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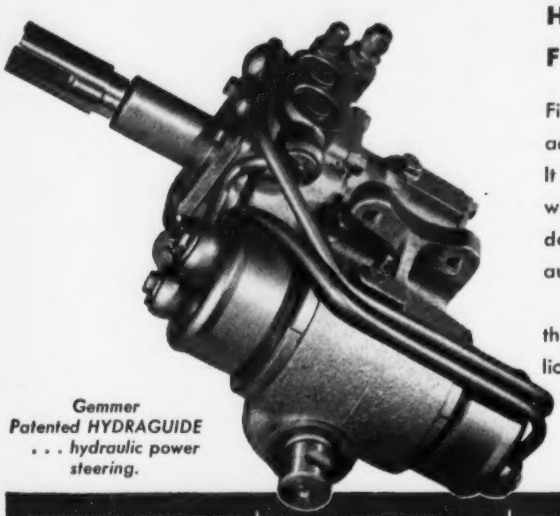

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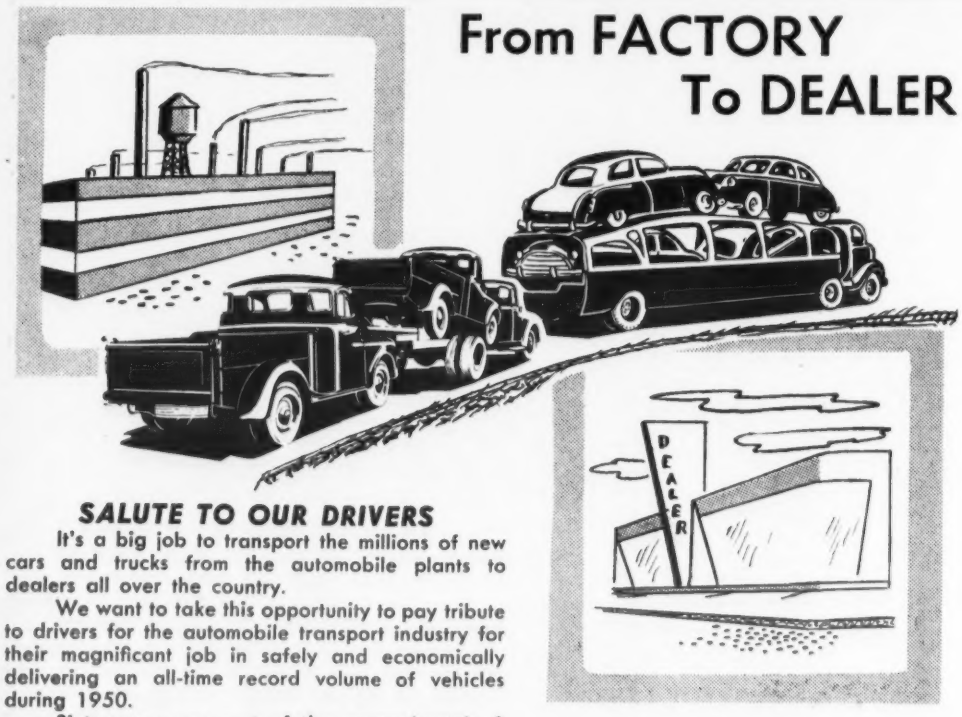

SALUTE TO OUR DRIVERS

It's a big job to transport the millions of new cars and trucks from the automobile plants to dealers all over the country.

We want to take this opportunity to pay tribute to drivers for the automobile transport industry for their magnificant job in safely and economically delivering an all-time record volume of vehicles during 1950.

Sixty-seven per cent of the approximately 8 million new cars and trucks produced during 1950's peak production year were handled by the automobile transport industry—a 53 per cent increase in volume over 1949.

Despite this greatly accelerated volume of traffic and a 32 percent increase in mileage —525 million miles traveled in 1950—the accident frequency was reduced by 2.5 per cent.

The drivers for our industry have again proven that "Safety Is No Accident." We are sincerely grateful for the splendid cooperation we have always received from the automobile dealers.

NATIONAL AUTOMOBILE TRANSPORTERS ASSOCIATION
2627 CADILLAC TOWER DETROIT 26, MICHIGAN

Milestones

(Continued from Page 208)

1845

Robert William Thompson of England patented the pneumatic tire.

1846

The caterpillar tractor appeared.

1851

W. M. Storm patented an engine in which gas was compressed before ignition and fired by a jump spark.

1855

Drake (United States) introduced incandescent metal as ignition method for gaseous mixtures.

1856

Single front steering wheel first mentioned—Lotz.

Richard Dudgeon of New York City built his first steam carriage.

1860

Lenoir of Paris perfected the gas engine, using electric spark ignition. Placing one in a carriage, he made a three-mile trip.

1862

Beau de Rochas suggested the four-cycle motor.

1865

Important patents granted to Mackenzie in England covering intermediate clutch or "disconnecting device," etc.

Brothier in Paris demonstrated a compression type motor.

Great Britain, after a long series of restrictive laws, placed on the statute books a law requiring a self-propelled vehicle to be preceded by a man carrying a red flag.

1866

Otto and Langen brought out their improved gas engine using the four-cycle sequence; patented in United States the next year.

1867

Thompson placed pneumatic tires on steam carriages.

1868

Charles Ravel of Paris produced a steam tricycle with direct drive.

1871

Dr. J. M. Carhart built at Racine, Wis., a steam buggy.

1872

George B. Brayton, an Englishman living in Boston, applied for a patent on a two-cylinder gasoline engine, "earliest to use fuel oil instead of gas." (Enc. Brit.)

1873

George B. Selden of Rochester, N. Y., began experiments on fuels for internal combustion engines.

In Paris, Amadee Bollee built the famous steam omnibus, L'Obesiante, which 22 years later entered the Paris-Bordeaux race and covered the route.

1875

The State of Wisconsin offered a bounty of $10,000 to the inventors of a successful steam carriage.

1879

Pioneer patent of American automobile industry applied for by George B. Selden.

1880

Lawson of England invented an engine driven by the explosion of gasoline.

1881-82

In France and England, electric tricycles were brought out.

1883

Delamare-Deboutteville in France and Edward Butler in England came forward with motor tricycles. Butler's was driven by the explosions of benzoline vapors; the Frenchman's by explosions of illuminating gas. De Dion, Bouton, and Trepar-

(Continued on Page 211)

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PISTON RINGS
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From 130 B.C. to 1951 . . .

Milestones in Transportation

(Continued from Page 210)

doux began the manufacture of steam cars, one of which won the Paris-Marseilles race of 1897. By 1889 one of their steam drags had hauled heavy loads at 24 m.p.h.

1884

John and Thomas Clegg built the first self-propelled vehicle in Michigan—a four-wheeled steamer. In operation 1885.

The first oil motor car took the road, by Delamare-Debouteville and Malandin, Paris. The car carried a carburetor by Malandin.

1885

Gottlieb Daimler (Germany) invented his famous petrol-vapor engine on the Otto cycle, the first motor to be manufactured in quantity.

Fernand Forest (France) built a four-cylinder motor and installed improved carburetion.

Carl Benz brought out a three-wheeled motor car, using vapor of benzine.

1886

Daimler applied his engine to a bicycle and developed novel features, notably the bubbling carburetor.

Benz developed a car with improved devices for variable speeds, reaching 15 m.p.h.

1887

Daimler brought out his first car.

Ransom E. Old's first steamer appeared, steam engine being generated by burning gasoline.

Radcliffe Ward's electric cab appeared, followed shortly by his electric omnibus.

1888-89

Leon Serpollet placed his flash or instantaneous generation boiler in a tricycle, then in a carriage. This boiler gave steam cars a new lease on life.

1890

Olds Gasoline Engine Works organized at Lansing, Mich., for $30,000.

1891

Clincher rim patented by Thomas B. Jeffery.

1893

First importation of an automobile in the United States—a Benz shown at the World's Fair, Chicago.

1894

First gasoline automobile driven in Detroit by Charles B. King, later with Olds.

Olds began work on his first gasoline car at Lansing, Mich., and Elwood Haynes at Kokomo, Ind.

Panhard & Levassor, Paris, with French rights on the Daimler motor, led the industry in design, placing the motor under the hood and otherwise creating a car along modern lines.

First road-race, Paris to Rouen, 78 miles. All of the starters finished. Won by de Dion with an average speed of 12 m.p.h.

1895

Olds brought out its first car powered with an internal combustion motor.

Henry Ford begins construction of a quadricycle, driven by a two-cylinder gasoline engine.

First American automobile road race, organized by the Times-Herald, Chicago, won by Duryea.

Paris-Bordeaux race, 732 miles, won by Peugeot on a technicality. Panhard finished first.

Selden Patent granted.

1897

Olds Motor Vehicle Co. organized.

Application made to British Patent Office for electric self-starter by E. J. Clubbe and Alfred W. Southey.

1898

Chambered spark plug patented by Frank W. Canfield, Michigan lumberman.

Aluminum alloy introduced by Haynes.

Electric taxicabs placed in service in New York City.

1899

Olds Motor Works organized and began building in Detroit, first factory for automobile production. This year, too, Pittsburgh Motor Vehicle Co., later Autocar, and St. Louis Motor Carriage Co., later Darris, were formed.

Automobile Club of America founded.

A Cleveland-New York record of 47 hours, 24 minutes established by Alexander Winton.

1900

First automobile advertisement placed in the Saturday Evening Post.

First automobile show held in Madison Square Garden, New York City.

National Automobile Manufacturers Assn. formed.

First American cars mounted power plant in front—Columbia, Rambler and Winton.

Packard, Oldsmobile, National, Peerless, Stearns, Knox and Baker Electric organized.

1901

Connecticut enacted the first automobile traffic law.

Roy D. Chapin (Secretary of Commerce, 1932) drove Oldsmobile curved-dash runabout from Detroit to New York City—first light car to make the trip.

First appearance of five-passenger body designs in United States.

David D. Buick established Buick Auto-Vim & Power Co., Detroit.

Notice served on Columbia by Electric Vehicle Co., that suit under Selden patent would be filed.

1902

Cadillac Automobile Co. organized.

Chrome-nickel and tungsten steels introduced.

David D. Buick adapted his marine motor to a "horseless buggy."

Steering wheel supplanting tiller steer.

Peerless first to adopt shaft drive with live rear axle.

Birth of White Steamer, Elmore two-cycle and Locomobile gas car.

1903

Buick Motor Co. organized; capital, $75,000.

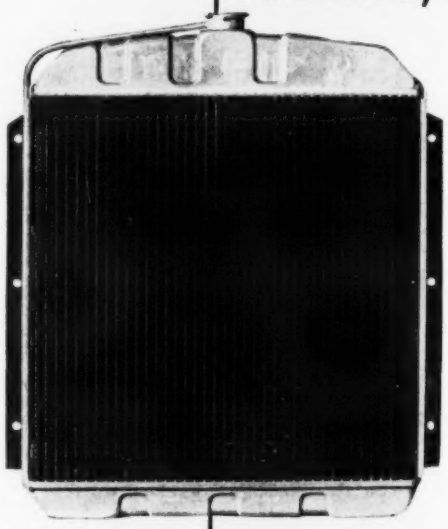
One-cylinder Cadillac appeared—1,895 sold the first year.

Ford Motor Co. organized.

Auburn produced its first car, so did Apperson and Marmon.

(Continued on Page 212)

YOUNG PROVIDES ECONOMY-SIZE COOLING, TOO!



Young Stamped Tank Sheet Metal Radiator for Kaiser-Frazer's new economy car, the "Henry J." Simple in design, efficient in operation, low in cost.

(Right) Kaiser-Frazer's New "Henry J"

Modern automotive engineering tends toward compact, efficient cooling—the utmost in heat transfer per pound of radiator weight. That's why Young is especially proud to reveal its contributions to the efficient, economical operation of America's smaller passenger cars. Young engineering soundness has been proved, too, on some of the Nation's largest over-the-road and earth-moving equipment. Let Young engineer your next heat transfer requirement; details gladly furnished upon request.

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Tire Covers
Door Locks
Hood Locks

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Purifiers
Camshafts
Crankshafts
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Purifiers
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Crankshafts
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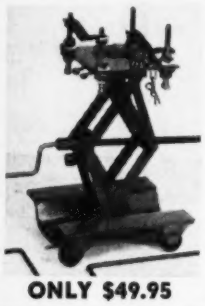

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More and more Crosley dealers are reporting that the threat of gasoline rationing is bringing in new prospects fast—helping make sales faster than ever. People want to be prepared this time. And the best preparation, the best insurance is a Crosley in the garage. They know they can count on a Crosley for 35 to 50 miles on a gallon of regular gasoline.

More than that, Crosley today is the big value car. It's bigger, sturdier, heavier—literally hundreds of improvements! Powerful engine with cast iron block, 8:1 compression ratio, big 9 inch Bendix hydraulic brakes. And Crosley is the only new car prospects can buy for less than $1,000!

Crosley is the sensational sales opportunity in today's automotive market. People know that the last time gasoline was rationed, used Crosley cars sold for over 3 times the original purchase price. This time, they're taking no chances. Right now, the Crosley Distributor or Dealer Franchise is still available in a few areas. For information, write, wire or phone: Director of Sales, Crosley Motors, Inc., 2530-ANA Spring Grove Ave., Cincinnati 14, Ohio.

CROSLEY a FINE car "You see them everywhere"

From 130 B.C. to 1951 . . .

Milestones in Transportation

(Continued from Page 211)

American Automobile Assn. organized in Chicago.

Windshields, front radiators, tilted steering columns, and canopy tops appeared.

Association of Licensed Manufacturers formed to manufacture under Selden patent—ALAM.

Oldsmobile production of curved-dash runabouts reached 4,000. Automobile production in U. S. reached $6,250,000, nearly half of it being Olds.

Packard moved from Warren, Ohio, to Detroit.

1904

Cadillac Motor Car Co. organized by merger of Cadillac Automobile Co. and Leland & Faulconer.

W. K. Vanderbilt jr. drives mile on Florida beach in 39 seconds.

Innovations: straight-eight engine, shock-absorbers, pressure engine lubrication, automatic carburetors.

1905

Buick production rose to 750 cars.

First Glidden endurance contest won by Pierce-Arrow.

American Motor Car Manufacturers Assn. organized.

Knight invented sleeve-valve engine.

Innovations included magneto ignition locks, roadster and touring bodies.

First Vanderbilt cup race run on Long Island; won by Heath, Panhard.

1906

Buick produced its first four-cylinder engine and first sliding gear transmission. Reo also introduced a four.

Introduction of front bumpers, vibrating horns, asbestos brake linings, high tension magnetos, drop steel frame and air brakes.

1907

Fifth Ave. coach service inaugurated, New York City, and metered taxicabs also appeared there.

Oakland Motor Car Co., Inc., Pontiac, Mich. Thomas-Detroit introduced.

Multiple-disc clutch introduced.

Demountable rims appeared; also magnetic drag-speedometers.

1908

July 22, Fisher Body Co. organized.

Sept. 16, General Motors Co. of New Jersey organized by W. C. Durant and incorporated. Capital increased to $12,500,000 on Sept. 29.

General Motors bought Buick and Oldsmobile.

Ford Model T announced.

Appearance of motor-driven horns, sleeve-valve engines, silent timing gear chains, left-hand steering, unit power plants, and baked enamel finish.

Cadillac won the Dewar Trophy, London, for the greatest contribution to motoring for the year—interchangeability of parts.

1909

General Motors acquired Oakland, Jan. 8, and Cadillac, July 27; also control of AC Spark Plug.

Selden patent sustained by Judge Hough, United States District Court.

Indianapolis Speedway opened.

Here entered electric head-lights, electric generator, four-door bodies, oil gauges on instrument board, etc.

1910

Barney Oldfield cut automobile speed record for the mile to 40.53 seconds from a standing start at Daytona, Fla.

Buick brought out its first six-cylinder car.

Cadillac installed battery ignition.

Left-hand steering introduced on Owen car.

United States Motor Car Corp., a holding company, formed by Benjamin Briscoe.

Reo Speed Wagon appears.

C. W. Nash made Buick president, succeeding W. C. Durant.

1911

Selden patent declared invalid in United States Court of Appeals, Second Circuit, Judge Noyes writing the decision.

W. C. Durant bought Flint Wagon Works, present site of Chevrolet home plant.

Little Motor Car Co. formed to build a light car at Flint, Mich.

Chevrolet Motor Co. of Michigan organized by W. C. Durant.

General Motors Export Co. organized June 14.

U. S. Tire Co. formed.

Automobile Board of Trade, now Automobile Manufacturers Assn. formed.

Knight engine makes American debut on Stearns, Stoddard, Dayton and Columbia.

Chalmers adopts air self-starter.

Electric starting device, by C. F. Kettering, installed on Cadillac. Other innovations of the year: detachable rims, worm gear drive for trucks, improved electric horns.

First automobile securities listed on New York Stock Exchange, General Motors voting trust certificates, July 31,, 1911.

1912

Cadillac pioneered in installing electric self-starter as standard equipment. Won Dewar Trophy, London, for the second time for this contribution, the greatest of the year.

General Motors of Canada organized.

Chevrolet absorbed Little and concentrated manufacturing at Flint.

Briscoe's United States Motors goes into receivership.

1913

National Automobile Chamber of Commerce organized.

Installment paper first used in financing automobile sales—San Francisco Nov. 18, C. W. Nash became president to General Motors in succession to Thomas Neal.

Wire wheels first used on stock cars. Bendix drive.

Ford reaches 1,000 cars a day production.

1914

Cadillac pioneered the V-type, eight-cylinder high-speed engine.

Vacuum fuel tanks made their appearance.

Dodge car brought out. Claims to have had first steel body.

1915

Chevrolet Motor Co. organized in Delaware.

James Couzens retires from Ford company.

Buick brought out its first six and Packard, a 12.

Innovations included aluminum pistons, torsional vibration damper, and self-locking differential.

1916

W. C. Durant became president of General Motors; Alvan Macauley of Packard, and C. W. Nash of Thomas B. Jeffery Co.

Oct. 13, General Motors Corp. was organized under Delaware law, to acquire all assets of the General Motors Co., a New Jersey corporation.

Fisher Body Corp. organized under New York laws.

United Motors Corp. incorporated, May 16, a merger of Hyatt Roller Bearing Co., Dayton Engineering Laboratories Co., Remy Electric Co., New Departure Manufacturing Co., Perlman Rim Corp.

Dec. 31 the subsidiaries were set up as divisions of the General Motors Corp.

1917

Jordan Templar and Columbia, new cars announced at show.

John M. Studebaker died.

General Motors Co. of New Jersey dissolved, Aug. 13.

Steel disc wheels and steel felloes for wooden wheels appeared.

(Continued on Page 213)

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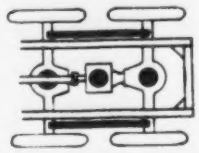

A silent type NoSPIN Differential is being produced primarily for driving axles of passenger cars and light weight commercial vehicles, according to S. F. Baker, President, Detroit Automotive Products Corporation, 8701 Grinnell Avenue, Detroit 13, Michigan. Also, it is ideal for application in the transfer cases and/or drop boxes of multi-axle drive vehicles. The company states the NoSPIN means greater safety because it prevents dangerous wheel-spin and stalls. It saves equipment, tires, chains, gasoline and manpower. NoSPIN Differentials are particularly suited to school buses, tow trucks, public utility trucks, parcel and food delivery fleets, farm trucks. Models are designed for practically all makes of trucks where NoSPINS have proven highly successful. 1951 models have been improved from an engineering standpoint, according to Mr. Baker.

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From 130 B.C. to 1951 . . .

Milestones in Transportation

(Continued from Page 212)

1918

May 2, General Motors Corp. bought Chevrolet Motor Co.

Ethyl gasoline developed by General Motors Laboratories.

General Motors acquired United Motors Corp.; also completed ownership of McLaughlin Motor Car Co., Ltd., and Chevrolet of Canada.

E. I. du Pont de Nemours & Co. announced acquisition of 27.6 per cent interest in common stock of General Motors Corp.

General Motors of Canada, Ltd., incorporated, Oshawa, Ont.

1919

General Motors Acceptance Corp. organized.

Authorized capital stock of General Motors Corp. increased to $1,020,000,000.

Construction of General Motors Building begun in Detroit; completed in 1922, at cost of more than $19,000,000.

Three-fifths interest in Fisher Body purchased by General Motors.

White announces trucks only program. Chandler adds Cleveland line.

1920

General Motors Research Corp. incorporated.

Pierre S. du Pont became president of General Motors.

Dodge Brothers, John F. and Horace, die.

Elmer Apperson, pioneer maker, dies.

1921

Executive offices of General Motors moved to New York City.

W. C. Durant retired from the directorate of General Motors, of which he had been a member since 1908 and formed Durant Motors, Inc., introducing Durant four.

Wills Sainte Claire and Duesenberg straight-eight appear.

Inter-divvisional bodies set up by General Motors in integrate policies and practices.

Nickel-plated radiators and lamps.

1922

Balloon tires introduced.

George B. Selden, of Selden patent fame, dies.

Henry Ford buys Lincoln.

Jewett car added to Paige line.

Durant announces the Star.

1923

Alfred P. Sloan jr. became president of General Motors.

Cadillac adopted two-plane compensated crankshaft.

Alemite high-pressure chassis lubrication introduced.

Walter P. Chrysler became president, Maxwell Motor Co.

1924

General Motors Proving Ground purchased near Milford, Mich.

Four-wheel brakes perfected by Buick in 1923, appeared on its 1924 models.

Ethyl Gasoline Corp. formed by General Motors and Standard Oil Co. of New Jersey to market "knockless" motor fuel—component developed by General Motors Research Laboratories.

Oil filters introduced; also balloon tires.

W. S. Knudsen became president of Chevrolet.

Alexander Winton retires Winton car to work on Diesel engines.

Walter P. Chrysler introduced the Chrysler Six in the low price field with four-wheel hydraulic brakes.

1925

Yellow Truck & Coach Manufacturing Co. established.

General Motors Truck transferred to it, Aug. 13.

Fisher acquired Fleetwood.

Chrysler Corp., with Walter P. Chrysler as president and chairman of board, organized to succeed Maxwell Motor Co.

Chrysler Corp. of Canada, Ltd., organized.

1926

Ownership of Fisher Body Corp. completed by General Motors.

E. L. Cord bought Ansted Engineering Co. and Lexington Motor Corp. of Connersville, Ind.

A. R. Erskine, head of Studebaker, gave $25,000 for Harvard traffic survey.

Safety glass introduced.

University of Michigan awarded Henry Ford doctorate in engineering because his "genius brought into being an industry that changed the world."

First Flint cars built in Durant plant at Elizabeth, N. J.

Capital of General Motors Acceptance Corp. increased to $25,000,000.

Societe Anonyme Chrysler in Antwerp, Belgium, organized.

1927

General Motors Corp. distributes to common stockholders $134,836,081, largest sum paid to date in one year by an industrial enterprise.

Ned Jordan announced the famous "Blue Boy" sport touring at $1,745.

Nash said $20,000,000 worth of its stock was owned by employes.

LaSalle introduced by Cadillac.

Chromium plating used on General Motors stock cars.

Chrysler introduced the duplex channel frame.

1928

Willys-Overland built 2,000,000th car.

Syncro-mesh transmission introduced by Cadillac.

Chrysler Corp. acquired Dodge Brothers, Inc., and commenced manufacturing Dodge cars and trucks.

Chrysler Corp. introduced two new cars, the Plymouth four and the DeSoto six, and organized the Plymouth Motor Corp., DeSoto Motor Corp. and Fargo Motor Corp.

Chrysler Export Corporation organized.

Coast-to-Coast bus service introduced.

1929

Hudson celebrated having built 1,779,360 cars in 20 years.

John N. Willys sold his personal interests in Willys-Overland valued at $22,000,000.

Packard adopted four-speed transmission.

Pierre S. du Pont retired as chairman of the board of directors of General Motors Corp.

K. T. Keller became president of Dodge Brothers Corp.

1930

Cadillac introduced America's first 16-cylinder engine.

Studebaker introduced free-wheeling.

First Chrysler and DeSoto eights announced.

W. C. Durant back as President of Durant Motors.

1931

NACC junking plan rid trade of 360,000 units in 1930.

Buick brought out its first eight-cylinder engine.

(Continued on Page 214)

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From 130 B.C. to 1951 . . .

Milestones in Transportation

(Continued from Page 213)

Chrysler Corp. introduced floating power engine mountings, complete rust-proofed bodies, vacuum spark control and 14-millimeter spark plugs.

Byron C. Foy made president, DeSoto Motor Corp.

J. E. Fields made president, Chrysler Sales Corp.

B. E. Hutchinson made chairman of the board, Plymouth Motor Corp.

1932

Ford started first group of retail sales-service stations in Buffalo, N. Y.

Merger of White and Studebaker assured.

Essex-Terraplane officially introduced.

Fred S. Duesenberg, builder of Duesenberg cars, killed in crash.

1933

No Draft ventilation built into all Fisher Bodies.

Knee Action installed on all General Motors cars.

Buicks-Olds-Pontiac sales plan discontinued and W. S. Knudsen, former Chevrolet president made executive vice-president of General Motors.

NRA dealer code effective.

1934

Airflow design, redistribution of weight, interlocking body and frame and synchronized front and rear springs introduced by Chrysler Corp.

1,000,000th Plymouth car completed.

D. S. Eddins made president and general manager of Plymouth Motor Corp.

M. M. Gilman became general manager at Packard—company pioneered "120."

D. E. Bates assumed presidency of Reo.

Roy Faulkner left Pierce-Arrow to return to Auburn as president.

Nicholas Dreystadt became general manager at Cadillac.

1935

Motor Vehicle Retailing Code dies. Studebaker emerges from receivership.

Chevrolet first in 1934 sales. Malcolm Campbell sets new speed mark of 276.8 m.p.h. Show dates changed from January to November 2. R. F. Black heads White company. Ford restores $6 a day wage scale. Packard shipment breaks all company records. Ford introduces Lincoln-Zepher. K. T. Keller made president of Chrysler Corp. William B. Stout introduces Scarab. Chevrolet opens Baltimore assembly plant. Supreme Court invalidates NRA. Wagner Labor bill signed by President Roosevelt. Andre Citroen dies in France. John N. Willys dies in New York. Auburn revives front-drive Cord. Steel tops introduced. Graham offers supercharger in low-priced field.

1936

Reductions in monthly payments and cut in time-payment interest taps broader market.

Concerted drives by manufacturers, including revival of the junking plan, cut mounting used car stocks.

General Motors opens Los Angeles assembly plant costing $2,500,000.

Chrysler Corp.'s production of passenger cars and trucks exceeded for the first time one million.

New DeSoto plant opened.

Chrysler Corp. distributed $8,200,000 in bonuses to its employes.

Labor rumblings start in automotive plants.

1937

Sitdown strikes start. Congress of Industrial Organizations (CIO) takes over American industrial workers.

General Motors strike.

Chrysler strike.

GM grants union recognition, boosts wages five cents an hour for all workers.

Business slumps late in year.

1938

Auto plants lay off thousands of workers and go on three-day week.

Industry starts drive to crack used-car jam.

GM forms dealer relations board and makes important changes in factory-dealer contracts, among which are territory protection and penalty procedure for bootlegging.

UAW-CIO hit by factionalism within own ranks.

Industry announces that all members of the Automobile Manufacturers Assn. will join in National Used-Car Exchange Week.

Automotive Daily News becomes Automotive News.

Steel prices cut $7 and $8 a ton.

RFC lends Hupp $900,000.

FTC starts probe of auto industry.

1939

Society of Automotive Engineers studies possible war mobilization of auto industry.

Supreme Court condemns sitdown strikes.

Hitler sets Europe afire.

War orders into auto industry.

Goodyear barred from entering into price agreements with Sears-Roebuck.

Nearly all makers cut automobile prices.

FTC orders GMC and Ford to discontinue use of words "6 percent" in installment plan advertising.

1940

CIO demands annual guaranteed wage from GM.

Ford accepts invitation to participate in New York show.

U. S. seeks new rubber sources.

GM's Knudsen named to head mobilization plans.

Walter P. Chrysler dies at age of 65.

Reports that war orders will stop production of cars in 1941 are discounted.

C. E. Wilson named to direct GM in Knudsen's absence.

Defense orders stepped up.

1941

Wilson named officially as GM president.

Makers agree to cut auto production 20 percent in 1942.

OPA asks Ford, Chrysler, Studebaker, Nash and Hudson to cancel price increases.

Production ceiling of 2,600,000 vehicles set for 1942 because of steel shortages.

Price boosts stay in effect, but U. S. reportedly plans ceilings on manufacturers' prices.

U. S. bans night sales of gasoline in Atlantic Coast states.

Use of copper in trim, heaters, lights and hardware is banned.

Sneak Jap attack hits U. S. at Pearl Harbor. U. S. declares war against Japan and Germany.

Car sales banned until Dec. 22.

1942

Car, truck sales still banned pending rationing plans.

Car, light truck output ordered ended Feb. 1.

Car rationing starts Mar. 2, with 140,000 allotted for three months.

GM offers to buy back dealers' cars to relieve unbalanced inventories and keep cars from falling into illegitimate hands.

Seventeen states ordered to observe fuel rationing.

Ford starts output of tanks.

Gas rationing takes effect nationally on Dec. 1.

Henry Kaiser suggests auto industry design 1945 models for delivery after war and accept war bonds as downpayments. Idea is assailed by Joseph Frazer.

Workers frozen on jobs.

1943

Kaiser threatens to build cheaper, lighter car in postwar period if "automobile manufacturers don't get ready to do so."

Pleasure driving banned in 13 states after "honor system" breaks down.

Edsel Ford dies at 49.

Henry Ford resumes Ford presidency, one month away from age of 80.

C. E. Wilson predicts three new firms will start building cars when war ends. Good prospects are Kaiser and Higgins, both shipbuilders, and a former producer.

Frazer resigns as president of Willys-Overland.

1944

R. H. Grant, GM sales vice-president, retires.

New-car stockpile estimated at 60,000.

Ford assets top billion dollars for first time.

GM dealers promised two-year contracts when production resumes.

OPA puts ceiling on used-car prices.

Ford reports plans for cheaper postwar car.

Studebaker eliminates distributorships, raises discounts to dealers.

War Production Board authorizes production of 20,000 light trucks—first since war began.

1945

In poll, 76 percent of car owners say they won't buy new vehicles if prices go up 25-30 percent.

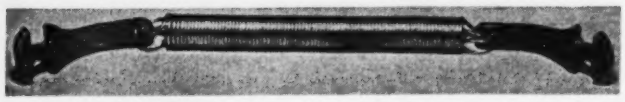
President F. D. Roosevelt dies.

Victory in Europe brings go-ahead for auto production after July 1.

(Continued on Page 215)

DEALER

LICENSE PLATE CLIPS



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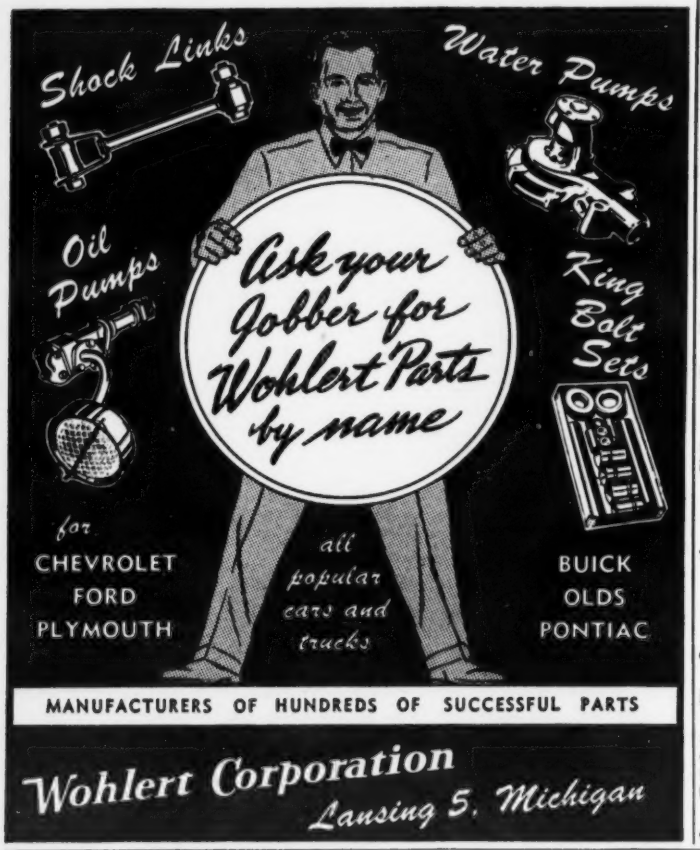

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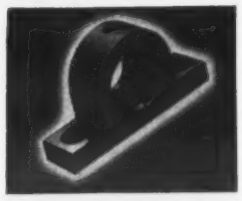

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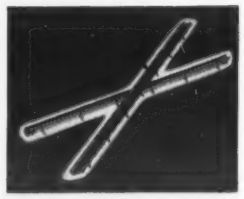

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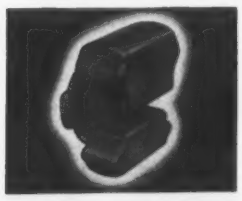

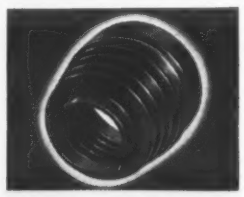

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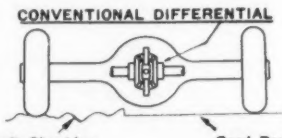

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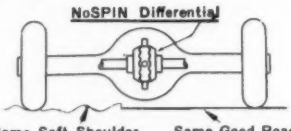
5 Units Used → Total 10 Units of Traction ← 5 Units Used

The Conventional bevel gear differential can transfer to the wheel with good footing only as many units of traction as are available to the wheel with the poorer footing.

NoSPIN Differential



Same Soft Shoulder. Only 5 Units of Traction Available — Same Good Road. 100 Units of Traction Available

5 Units Used → Total 105 Units of Traction. ← 100 Units Used

According to S. F. Baker, President, Detroit Automotive Products Corporation, 8701 Grinnell Avenue, Detroit 13, Michigan, the sketches indicate how the full locking features of the NoSPIN Differential make possible—for the first time—the combining of the total units of traction available to each driving wheel of a truck to propel the vehicle. It is claimed the NoSPIN Differential stops wheel spin on slippery streets and roads, or in sand, mud, snow or on ice—and is an ideal installation on tow trucks, school buses, public utility vehicles, delivery and small town fire trucks.

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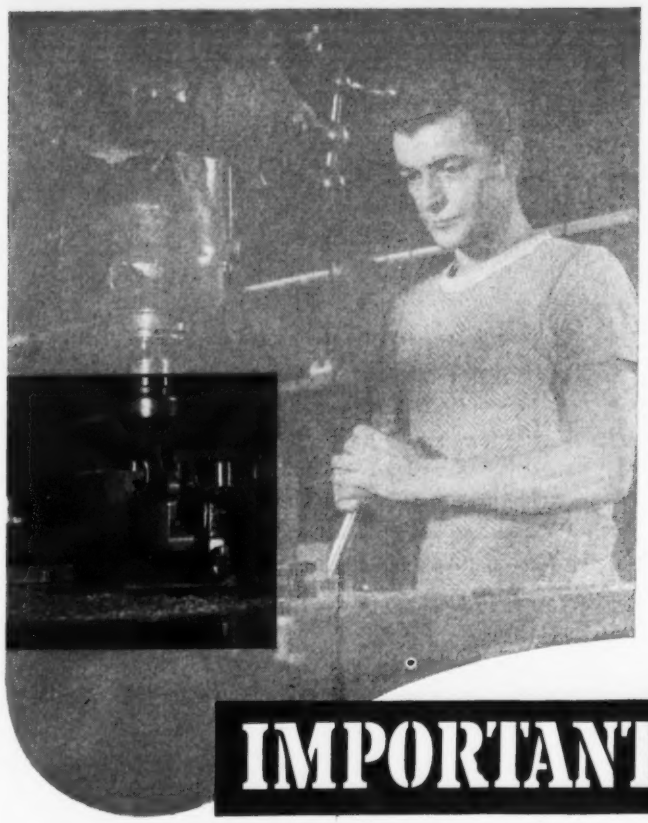

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Serving Industry Since 1884

Chas. T. Bush, *President* — Chas. E. Allinger, *Secy.-Treas.*

From 130 B.C. to 1951 . . .

Milestones in Transportation

(Continued from Page 214)

Ford builds first postwar car July 3. It had to be driven off assembly line on slightly used prewar tires.

Kaiser-Frazer Corp. formed.

World War II ends.

UAW demands 30 percent wage hike from all makers.

Hudson, Studebaker resume production.

Henry Ford II named president of Ford Motor Co. John Bugas succeeds Harry Bennett.

GM strike, longest and most costly in history, begins.

Chester Bowles, OPA head, announces new-car prices, setting off dealer rebellion by cutting traditional dealer discounts.

Preston Tucker reveals plans for a radically new car to sell for under $1,000.

New Frazer, K-F product, makes bow.

1946

Steel strike begins.

Kaiser car introduced.

NADA takes discount fight to Congress.

Studebaker introduces first real postwar car.

Tucker gets Dodge-Chicago plant.

Car price boost of 7.3 percent restores traditional dealer margins.

GM asks permission to hike prices $100 a car to pay for wage concessions.

Barney Oldfield dies.

OPA lifts price controls; prices hiked by GM, Willys and Crosley.

Ferguson tractor deal with Ford dissolved.

Portal pay frenzy hits country.

1947

Tucker promises car production in June.

Coal strike ties up auto production.

UAW demands 23½ cents an hour raise from GM.

Henry Ford dies at 84.

UAW and GM agree on 11½-cent increase, plus fringes.

Chrysler drops distributors, fourth maker to take such action since V-J day.

Ford foremen strike.

K-F says it is making a profit after only 1½ years.

Ford and GM shelve light-car plans.

SEC halts sale of Tucker stock.

Taft-Hartley law passed.

Tucker gets SEC clearance, reports 75-80 percent of stock sold. Promises production "after first of year."

Regulation W dies, freeing car sales from credit curbs for first time in five years.

Five millionth postwar car built.

1948

New K-F stock sale stopped by Otis & Co.; K-F promises fight.

Oldsmobile celebrates 50th anniversary.

Clamor rises for permanent dealer contracts.

UAW opens drive for another round of wage hikes.

K-F cuts production, gets $10,000,000 loan from Bank of America.

SEC orders hearing on K-F stock fiasco.

Paul Hoffman named ECA director.

H. S. Vance replaces Hoffman at Studebaker.

Tucker promises output in June.

William S. Knudsen dies at 69.

Playboy raises $640,000 on sale of franchises, and its stock issue is cleared.

Charles W. Nash dies at 84.

Tucker plant closed for SEC probe.

Regulation W reimposition sends used car prices down.

RFC refuses loan to Tucker Corp.

Year's output includes 5,271,674 cars and trucks, just short of all-time high.

1949

GM opens "Transportation Unlimited" in New York, its first show since 1940.

Packard dealers offered three-year pacts.

Grand jury opens Tucker probe.

Regulation W eased to 21 months.

Kaiser family takes control of K-F. Edgar Kaiser now president.

Ford and Nash join K-F, GM and Willys in cutting prices.

Regulation W eased again—to 24 months.

Tucker and associates indicted by U. S.

T. H. Keating named Chevrolet general manager.

GM drops "territorial protection."

K-F gets $34,500,000 RFC loan.

Automotive News' Publisher George M. Slocum dies.

ICC rules Ford and GM enjoy "preferential" rail freight rates.

Tucker plant reverts back to U. S.

Car and truck output hits all-time high.

1950

Tucker and associates found not guilty.

Nash seeks public reaction on experimental $1,000 car.

Willys gets contract to build engine for K-F's Henry J.

Auto bootlegging becomes hot issue.

Chrysler workers strike over pensions.

Dick Price, Dallas DeSoto dealer, launches plan to organize Chrysler Corp. dealers into national line group.

Ford launches dealer-discount deposit system.

Nash introduces Rambler; K-F, the Henry J.

Chrysler strike ends after 14½ weeks.

Chrysler celebrates 25th anniversary.

NADA opens drive for territory security.

Korean incident sets off wave of scare buying.

Credit controls reimposed.

Congress passes Defense Production act.

Auto industry gears wages to cost of living.

Mrs. Henry Ford dies. Company setup unaltered.

Auto credit cut to 15 months.

U. S. restricts civilian use of metals.

New car prices frozen.

1950 vehicle production soars to unprecedented 8,000,000 cars and trucks.

1951

NPA tightens metals restrictions.

Auto plants start getting war contracts.

Auto production reduced as material curbs pinch operations.

Record NADA parley calls on U. S. to give auto essential rating.

U. S. draws up formula for new-car prices.

Prices and wages frozen by government.

Carter

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- IGNITION SWITCHES
- FOOT DIMMERS
- DOOR SWITCHES
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- STOP LIGHT SWITCHES
- DIRECTION INDICATOR SWITCHES

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Cedar Falls, Iowa

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NAME .....
COMPANY .....
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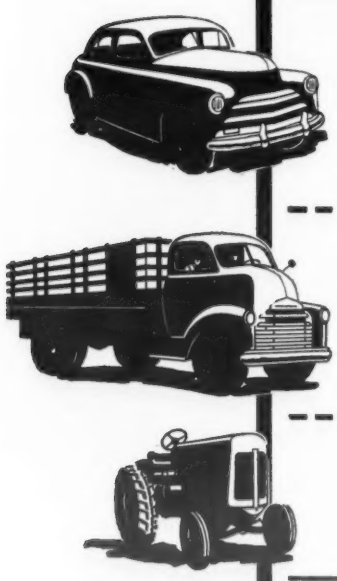
OHIO MICHIGAN PENNSYLVANIA

TOP OF THE LIST!

for Farm Cars, Trucks, Tractors!

All three states are top markets for farm cars, trucks and tractors—all three are in the TOP ten states. Reason is Ohio, Michigan and Pennsylvania farmers have *steady* buying power. Greater crop variety gives them high, steady income the year round.

More modern farming methods mean more cars, trucks and tractors are needed. For example, dealers estimate* that in 1951 farmers in these three states will buy 87,154 new tractors. That's over 18% replacement in one year! The surest, most direct way to sell these top farm families is through their own farm papers—THE OHIO FARMER, MICHIGAN FARMER and PENNSYLVANIA FARMER. Over a half million of these stable farm families read them twice a month. For the full story, write Capper-Harman-Slocum, Inc., T1013 Rockwell Avenue, Cleveland 14, Ohio.



	THE OHIO FARMER Cleveland Reaches 2 out of 3 Ohio farm families. Circulation 152,905. Published semi-monthly.	MICHIGAN FARMER E. Lansing Reaches 4 out of 5 Michigan farm families. Circulation 142,057. Published semi-monthly.	PENNSYLVANIA FARMER Harrisburg Reaches 7 out of 10 Pennsylvania farm families. Circulation 147,680. Published semi-monthly.
	286,757 Cars	244,822 Cars	226,625 Cars
	89,807 Trucks	94,482 Trucks	89,298 Trucks
	189,689 Tractors	165,949 Tractors	144,517 Tractors
Total Farm Power Units	566,253	505,253	460,440

*A projection of data to state level originally reported on regional basis in "Voice of Industry Poll," exclusive feature of the Annual Forecast Number of Implement and Tractor, Kansas City 6, Missouri.

THE OHIO FARMER MICHIGAN FARMER PENNSYLVANIA FARMER

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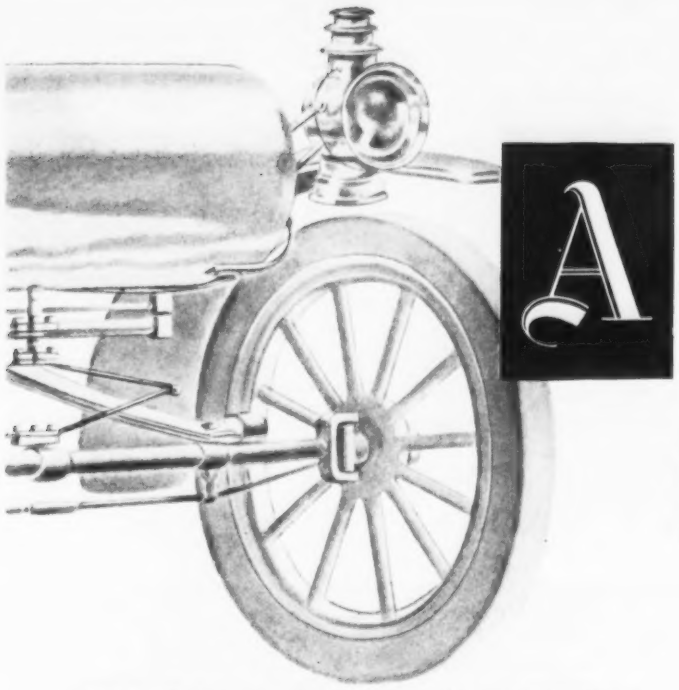

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of Contributions to the Automotive Industry

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1903 Automotive Differential introduced by Warner Gear.

1903 Radiators made of copper tubing with attached cooling fins introduced by Long.

1911 Marvel Carbureter Model "SH" first installed in cars.

1913 The Single Plate Clutch developed by Borg & Beck.

1913 Morse Silent Timing Chains first used on motor cars.

1916 Mechanics Universal Joints first adopted by one of today's largest car makers.

1921 Oil-tight Universal Joint developed by Mechanics.

1921 First standard design Transmission introduced by Warner Gear.

1922 Two-Plate Automotive Clutch introduced by Long.

1923 Multiple Spring Clutch developed by Rockford Clutch.

1924 Clutches with flexible center to dampen vibration introduced by Borg & Beck.

1925 TEM-CROSS Steel Discs for clutch plates developed by Ingersoll Steel.

1928 Over-Center Cam Type Clutch developed for agricultural use by Rockford Clutch Division.

1929 Borg-Warner Service Parts Division established to serve automotive jobbers and dealers.

1930 Transmission Synchronizer Units for cars and trucks were produced by Warner Gear Division.

1931 "Free Wheeling" was offered to the industry by Warner Gear Division.

1931 Roller Bearing Universal Joint brought out by Mechanics Universal Joint Division.

1931 Tapered Steel Discs for Truck Wheels developed by Ingersoll Steel Division.

1933 Borg-Warner International Division established for world-wide export service.

1933 Fuel Pumps produced for airplanes by Pesco Division.

1934 Automatic Overdrives for transmissions introduced by Warner Gear Division.

1934 Semi-Centrifugal Clutch introduced by Long Division.

1937 Warner Automotive Parts Division was established to supply replacements to the automotive industry.

1938 Borglite and Torbend Type Clutch Plates introduced by Borg & Beck, Long and Rockford Divisions.

1939 TyPly—the remarkable adhesive which bonds rubber to metal developed by Marbon Division.

1940 Spring Division established to supply light precision springs for automotive and aircraft use.

1946 Hydraulic pumps and valves for the tractor industry developed by Pesco Products Division.

1949 The Long Type Automotive Torque Converter developed by Long Division.

1949 Automatic Transmissions were perfected by both the Warner Gear and Detroit Gear Divisions.

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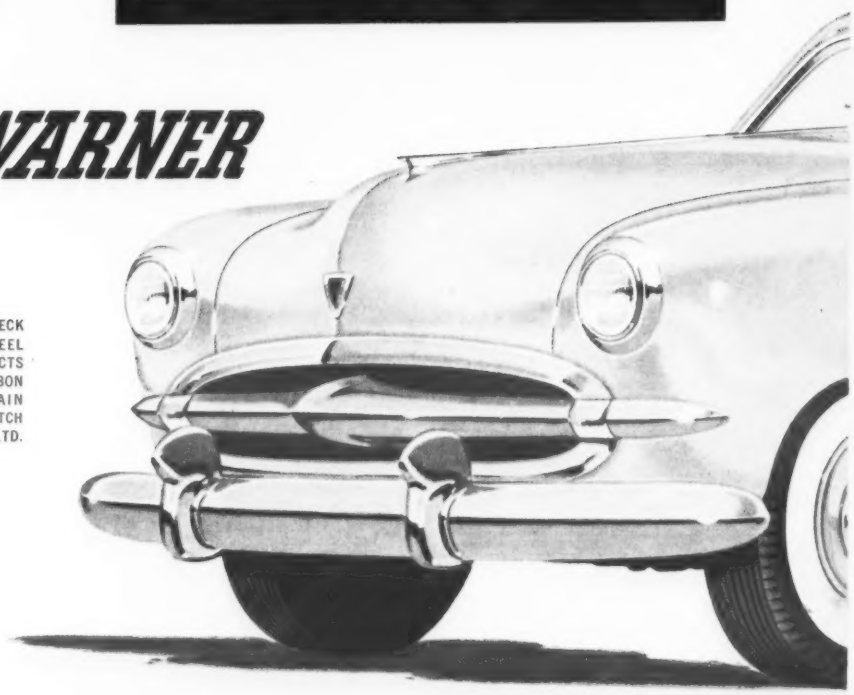

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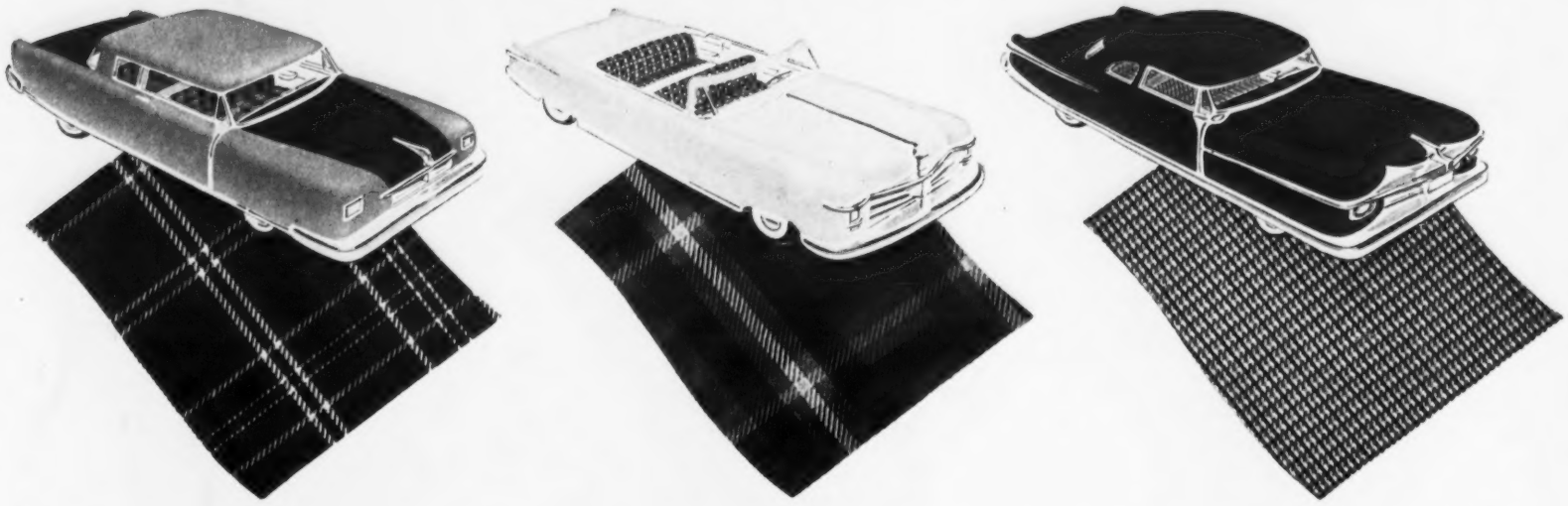
Give your car the luxury look with seat covers of



Lumite fabric. You'll be proud of their brilliant beauty

...and never stop enjoying the way they wear!

FINEST SEAT COVERS YOU CAN BUY

DECORATOR-STYLED . . . Brilliant plaids, stripes, checks and other patterns . . . designed to add rich, colorful beauty to your car.
AMAZINGLY TOUGHER . . . Long-lasting Lumite fabric is scuff-resistant. It can't rot or mildew ever . . . and it's non-inflammable.
STAYS FRESH . . . Unaffected by all ordinary stains. Clean it with cloth or brush dampened with soapy water or cleaning fluid.
STAYS TRIM . . . Will keep its glove-snug fit when properly installed.
COMFORTABLE . . . Slip in, slip out—Lumite fabric is wondrously smooth! And, the weave "breathes"—lets air circulate freely—never sticky in hot weather nor clammy in cold.

Look for the Lumite label! Be sure you get Lumite with all its advantages... look for the Lumite label! Seat covers of Lumite fabric are sold at better dealers everywhere ... produced by leading manufacturers and made to order by auto trimmers.

For further information and free fabric sample, write LUMITE DIVISION, Chicopee Manufacturing Corp. of Georgia, 40 Worth Street, New York 13, N. Y. (Makers of Lumite fabric and Lumite saran screening.)

Automobile seat covers of **LUMITE*** *woven* **SARAN** *fabric*

*Registered trade-mark

Part of the Biggest Advertising Campaign in Seat Cover History!

This advertisement appears in the SATURDAY EVENING POST (April 21st) and HOLIDAY (May). It's the latest in Lumite fabric's '51 campaign—biggest in the industry's history!—that makes Lumite the name your customers remember—and want! Result: Seat covers of Lumite fabric are easier to sell!